



Summary

The Sr. Writer/Account Director (AD) provides strategic direction to the account team to ensure client goals and objectives are being met. The Sr. Writer/AD needs to be able to view the account as a whole and manage the daily activities of the account team. For this reason, the Sr. Writer/AD should have a solid understanding of developing and executing strategic communications plans. Additionally, the Sr. Writer/AD needs to serve as teacher and mentor to junior level staff including Assistant Account Executives, Account Executives and Senior Account Executives.

General Requirements/Qualifications

- Bachelor's degree in public relations, journalism, communications or related field
- Minimum of 5-7 years experience related communication experience including: journalism, agency or in-house marketing,
- Strong understanding of public relations, marketing, communications
- Excellent verbal and written communication skills
- Ability to multi-task in a fast-paced, deadline-driven environment
- Ability to think strategically and lead tactical execution of client programs
- Experience in supervising, training and support of account personnel
- Exhibit leadership qualities that extend beyond the actual account team (i.e., take on agency-wide projects to better the agency as a whole
- Healthcare experience preferred

General Responsibilities

- ***Strategic Planning***
 - Understand and apply marketing concepts such as brand identity, consumer buyer behavior, objective vs. goals, strategies vs. tactics
 - Broad understanding of marketing tactics including advertising, sponsorships, promotions, paid media, CSR, social media, etc.
 - Understand how public relations supports the client's business strategy
 - Understand clients' and competitors' business/industry; research consumer insights
- ***Account Management***
 - Develop communications strategies and communications plans
 - Prepare annual & monthly budget projections
 - Understanding of measurement analytics tools in order to monitor and measure results
 - Manage account team activities and billable time across several accounts (in most cases)
 - Delegate workload among account team members; coach team members and help promote growth among teams
- ***Client Relations***
 - Serve as day to day client contact offering value-added suggestions to improve current communications programs or initiate new projects
 - Serve as contact person for senior client representatives
 - Ensure client needs are being met
 - Be an expert on the clients' business
- ***Media Relations***
 - Oversee account team media activities
 - Suggest story angles or content ideas to account team, which day-to-day account representatives should develop into earned media pitches I, bylined articles, press releases, etc.
 - Communicate and merchandise measurement/results



- ***Social Media***
 - Broad understanding of current social media issues & trends
 - Experience in managing social media content/campaigns on behalf of clients
 - Monitor social media impact and engagement

- ***New Business/Agency Activity***
 - Identify organic growth opportunities
 - Participate in new business activities, as directed by supervisor or Chief Growth Officer
 - Provide new business leads and opportunities
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- ***Crisis Communications/Media Training***
 - Participate in trainings as a reporter/trainer
 - Counsel/coach clients on message development and delivery

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