**Job Purpose:**
Jr. Account Executives are responsible for day-to-day client account activities.

**Duties:**
- Write draft media materials based on outline or direction from supervisors
- Secure media placements and actively pitch media about client news
- Understand clients' top-tier media and be able to identify trade
- Monitor media outlets for coverage of client news and competitor developments
- Content development for various mediums including digital and social media, broadcast, print publications and sales collateral
- Familiarity with social media content
- Research industry or program-relevant topics efficiently
- Assist in special event planning
- Provide regular proactive updates to supervisors on projects and responsibilities
- Attend agency staff and group meetings
- Track/enter time with precision on a semi-monthly basis
- Special projects as needed

**Skills/Qualifications:**
- Must possess a BS/BA in journalism, public relations or communications. Other related fields will be considered
- A strong understanding of the relationship between traditional public relations and the use of current online/digital technology and social media is imperative
- A willingness to be proactive and work effectively in an exciting and fast-paced team environment
- Ability to apply logical thinking to problem-solving; providing practical solutions that achieve results
- Must have a keen understanding of media relations and editorial placement
- Strong written and verbal communications skills and the ability to interact with clients, media and co-workers
- Effective time management skills and ability to meet deadlines
- Must be a team player with a commitment and dedication to the agency’s success

**Work Environment:**
This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

**Physical Demands:**
The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms.