

ACCOUNT EXECUTIVE

Account Executives are an integral player on Sunwest's account teams. This position performs a range of duties including media and influencer research and outreach, content creation, media/influencer monitoring and tracking, report generation, and other assigned tasks to support the client's PR/marketing strategy and goals.

Responsibilities Include:

- Content creation, i.e. draft, edit, review, distribute, press and marketing materials on behalf of client(s)
- Develop, manage and maintain media and influencer list(s)
- Develop, manage and maintain open communications with media and influencers
- Manage media and influencer inquiries, secure interviews and provide prep materials for clients
- Create, manage and maintain events/awards/speaking engagement calendars for clients
- Create and/or provide feedback on project recommendations and timelines
- Track and generate media and influencer reports, clip reports
- Prepare account service-related documents such as meeting agendas and meeting reports
- Participate in and document discussions during client meetings and conference calls
- Begin to provide insight on strategic communication planning and development by participation in or providing research for creative planning
- Other duties as assigned

Required Skills

- Excellent and evident communication skills, written and verbal
- Shows strong ability for project management
- Extremely organized in all work-related activities
- Detail oriented
- Expert ability to move from task to task
- Actively demonstrates dedication to work
- High competency level on computer and software skills compatible with job responsibilities
- Professional demeanor within and outside office while conducting agency business
- 3+ years of relevant work experience, agency or corporate

Expectations

- Know Sunwest's clients and their industries
- Develop and maintain a working-level understanding of assigned clients' industries, company culture, products/services and strategic communications plan
- Communicate with clients in a professional, efficient manner
- Continually seek ways to add value to the client-agency relationship
- Demonstrate problem-solving abilities to address client issues
- Promote a culture of excellence, creativity, integrity and kindness
- Understand and demonstrate awareness of current events and world news

Sunwest Benefits

- Competitive health insurance benefits
- Hybrid work environment with four monthly flex days and twice-monthly Flex Fridays
- Pre-tax Health Savings Account Savings Plan (HSA-SP)
- 401K with an employer match
- Immediate paid time off (PTO), including vacation days, personal days, 10 company holidays and two floating holidays
- Eligibility for new business incentive program and year-end company performance bonus

A trusted PR firm founded 40 years ago / Dallas based, but not Texas bound

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