



Experienced Public Relations Account Executive

Merlot Marketing is a national, award-winning, full-service agency specializing in branding, advertising, public relations, media planning and buying and social media. We are proud of our creative achievements, successful PR campaigns and client growth and are looking for an experienced **PR Account Executive** to contribute to our continued success.

KEY AREAS OF RESPONSIBILITY: Client Services

- Spearhead day-to-day operations of client PR programs, promotions and projects
- Represent agency in client meetings/presentations and new business pitches
- Communicate agency philosophy to clients – perform to agency standards
- Cultivate client relationships and value by communicating clearly, concisely, effectively and being proactive, not reactive to client needs
- Add value to clients by recommending creative ideas, strategies and solutions that excite the client and contribute to the growth and success of the client's business
- Drive and monitor overall public relations strategy while understanding how PR enhances the overall marketing program
- Develop and spearhead PR strategies and tactics
- Communicate client's strategic needs thoroughly and effectively to key departments when applicable: creative, media, events/promotions
- Work with internal departments to ensure the delivery of projects and programs that are actionable and measurable
- Set appropriate expectations both internally and externally
- Create and coordinate client project budgets and billing of projects, programs and schedules
- Ensure project and budget estimates are generated, managed and approved
- Coordinate products, technical information and legal when necessary
- Generate strategic and creative ideas for promotional programs
- Work with account team to develop and initiate any media strategies that directly support the PR program
- Coordinate projects and campaigns seamlessly by working with creative and media, production, Web and supplier teams to facilitate the development and execution of key projects pertaining to client goals.
- Analyze overall marketing needs based on in-depth knowledge of the clients' product(s)/service and industry(ies)





QUALIFICATIONS:

- Minimum 4+ years PR AGENCY experience preferred
- A clear understanding of Web 2.0 (social media/content marketing), not only from an observer standpoint but as a participant.
- BA or BS in public relations or communications field
- Proven ability to accept responsibility and follow through on all assignments and responsibilities
- Exceptional writing and communication skills
- Proficient with computer programs needed to execute the job functions effectively
- Understand and ability to develop marketing strategies

The agency focuses primarily on home and building products and services, but has a diverse portfolio including banking, technology, automotive, restaurants, agriculture, dental and various other private and public sector organizations.

This is a FULL TIME position including health benefits and 401k profit sharing with a lot of potential for advancement within the company. Salary dependent upon experience. Qualified candidates please email a resume, cover letter and salary requirements to Brenda Forman at brenda@merlotmarketing.com. Be sure to write **PR Account Executive** in the Subject Line. Equal Opportunity Employer.

