

Senior Account Executive Minerva Consulting

JOB SUMMARY:

We are looking for a Senior Account Executive level professional to join our team. This role will be working with a variety of clients. Candidates should have a strong media relations skill set, past event management experience and the ability to ideate & execute PR-led campaigns. This role will serve as the primary contact for their clients and work with the entire team to deliver integrated marketing campaigns and services. Experience with integrated campaigns a plus.

RESPONSIBILITIES INCLUDE:

- Contribute to creation of integrated communications plans that meet client objectives
- Manage multiple projects from conception to completion, by anticipating challenges and ensuring deadline and budget adherence
- Oversee event planning, concepting, deliverables and budgets
- Develop and lead traditional earned media strategies and programs
- Consistently produce high quality internal and external communications content
- Effectively manage relationships with external partners, including organizations and media
- Build relationships with clients and colleagues at all levels
- Supervise staff junior to you by motivating, coaching, and consistently providing feedback
- Commit to continuous learning; set and pursue stretch goals
- Be accountable for client satisfaction, meeting expectations while delighting them with results
- Clearly communicate the progress of monthly/quarterly initiatives to internal and external stakeholders
- Forecast and track key account metrics

QUALIFICATIONS:

- At least three years of relevant experience in public relations and/or related fields including advertising, management consulting, brand strategy, media, and publishing.
- Bachelor's degree or equivalent work experience
- Ability to develop communications plans, implement communications tactics and impart knowledge to more junior team members
- Intricate level of understanding of the account(s), the clients' businesses, products, markets, personnel, outside influencers, opposition, etc.

- Proven ability to manage multiple projects simultaneously and work in a fast-paced environment
- Demonstrated ability to communicate, present and influence credibly and effectively at all levels of the organization, including executive and C-level
- Solid grasp of all basic public relations tools and how they are used to achieve client goals
- Solid research, writing and editing skills
- Strong understanding of integrated marketing including strategy, public relations, social media, digital marketing
- Fundamental understanding of media relations and the ability to apply experience and initiative in developing appropriate traditional and online media strategies
- Proactive self-starter with excellent organizational and project management skills, along with the ability to adapt to change and meet deadlines
- Affinity for storytelling and an ability to generate creative ideas, take risks and think big
- Able to work and thrive in a fast-paced environment
- Aptness to work with a cross-functional internal team to ensure the timely and successful delivery of our solutions according to customer needs and objectives

ABOUT [MINERVA CONSULTING](#)

We represent over 40 years of consulting experience in marketing, communications, and live event production. We have served at the highest levels in corporate America and the nonprofit community, working directly with world leaders, CEO's, and entrepreneurs.

Our team works to bring a mix of creativity, business acumen and relentless execution to every client. We want a long-term relationship with each client, who we hope will see us an extension of the corporate family.

Our sweet spot is aligning strategy with creativity. We care. A lot. It's who we are. We want to know each client's story and we want to help share it with the people that matter.

For more information about working at Minerva visit: <https://minervaco.com/careers/>. To apply to this position, send us your resume and tell us why you want to work at Minerva Consulting to ammie@minervaco.com