



Public Relations Account Executive

Company: Waterhouse Public Relations | **Location:** Chattanooga, Tennessee | **Type:** On-site

Job description

Overview

The Public Relations Account Executive (AE) is an important member of the Waterhouse Public Relations team. This individual will serve as a liaison to multiple clients, helping them meet their business and organizational goals through effective public relations campaigns. The AE is also integral to the success of all Waterhouse PR clients through creative and strategic contributions and planning alongside team members. The ideal candidate is someone who thrives in a fast-paced environment and has strong attention to detail. The position is an opportunity to work with multiple clients across various industries including real estate development, manufacturing, nonprofit, finance, transportation, professional sports and more.

**Note: This is an on-site job, in office in Chattanooga, Tennessee. Not a remote position.*

Responsibilities

- Work continuously to ensure that communications strategies and products are consistent with client goals and delivered within deadlines.
- Simultaneously manage multiple projects and multiple clients with a proactive approach and daily use of project management software.
- Plan, research, write and design press releases, media advisories, media pitches, social media copy and graphics, flyers, brochures, website copy and more.
- Pitch, secure and help facilitate media interviews, ensuring journalists have what they need to accurately and effectively understand the client.
- Measure results of campaigns and tactics and their effectiveness in reaching client goals.
- Stay abreast of the daily local, regional and national news.
- Develop key messages for spokespersons, customer service representatives and other frontline personnel for speaking appearances, media interviews and other situations.
- Communicate and collaborate with team members to develop creative media opportunities, social media content, events and more for clients.
- Adhere to ethical public relations practices and maintain a high level of confidentiality in client work.
- Work in-office due to collaboration and client-facing role; occasionally work evenings and weekends when client events require.

Desired Experience

- 1 to 2 years of communications or public relations experience, including social media strategy and implementation; agency experience preferred.
- Journalism, communications, public relations or related degree.

Desired Skills/Qualifications

- Strong written and verbal skills and knowledgeable in AP Style.
- Experience writing for various channels and audiences including social media, email, websites, media and publications.
- Solid interpersonal skills, professionalism and a positive, friendly attitude.
- Working knowledge of photography and video production preferred.
- Proficient in Microsoft Office Suite (Word, Excel, PowerPoint, etc).
- Knowledgeable in graphic design principles with use of Adobe Creative Suite (InDesign, Illustrator, Photoshop, etc.) preferred.
- Ability to work under pressure, manage multiple tasks at once and prioritize tasks.
- Demonstrated ability to take initiative in managing and completing tasks.

Benefits

- Medical, dental and vision insurance
- Competitive PTO including holidays and your birthday

Application

To apply, email resume, cover letter and any portfolio links or samples to mbell@waterhousepr.com.