

ASSISTANT ACCOUNT EXECUTIVE

Job Description

Mid-sized New York City agency with focus in corporate/financial, and business-to-business communications is searching for a motivated professional to immediately join our team and contribute in all phases of work—from account management to proactive media relations to strategic counsel to execution of day-to-day public relations tactics—for our A list clients. We are searching for a motivated professional seeking greater opportunity, responsibility and accountability to immediately join our team and contribute in all phases of work.

An Assistant Account Executive (AAE) is detailed-oriented, and manages overall workflow and deadlines to produce quality results. The AAE will be expected to play a major role in supporting multiple media relations campaigns, securing consistent press coverage for clients, and producing strong written materials.

Activities include: reviewing and synthesizing data from existing materials, presentations or your own research and repurposing that information for media purposes; preparing news releases, background materials, media briefing documents and other materials; finding trends and information to support development of compelling media pitches.

Key Responsibilities

- Actively play a major role on multiple accounts.
- Proactively handle media outreach to trade, business, and broadcast outlets.
- Develop and draft story angles, press releases, byline articles, newsletters, presentations, and marketing materials.
- Manage media contact databases, with primary responsibility for updating media contact information to maintain currency.
- Monitor media relations results and produce appropriate reports.

Requirements:

- At least one year of experience within an agency setting.
- Business-to-business public relations experience preferred.
- Knowledge of tools such as Cision and Factiva.

The position affords the right individual with significant opportunity for advancement. We also offer ongoing professional development, competitive salary, attractive bonus, and good benefits.

No relocation will be offered, and only those candidates being considered for the position will be contacted.

Company Description

Stanton Public Relations & Marketing provides strategic public relations and brand communications to clients across a spectrum of industry sectors and sizes—from large global firms to mid-size leaders and entrepreneurial enterprises. We deliver a unique blend of market insights, smart strategy, innovative thinking, and first-class execution that produces business-changing results.