

## Senior Account Executive (Austin, TX or NYC, NY)

### Job Description

Caliber ([www.calibercorporate.com](http://www.calibercorporate.com)) is a strategic marketing communications firm that helps companies tell their story and connect with key stakeholders.

We are looking to hire a media relations and writing rock star to join our team as a Senior Account Executive. The ideal candidate will have experience in PR, communications, marketing or a related field and an interest in expanding their understanding of the financial services, and technology industries that we focus on.

Our team represents a talented and diverse workforce. The right candidate will thrive in a boutique environment where they will be both autonomous in owning specific accounts as well as team-driven, with the initiative to roll up their sleeves.

### Essential duties

- Client Support: Serve as the primary support and/or day-to-day contact for a group of clients, working with senior leadership within financial services and technology (FinTech, LegalTech, MarTech, Real Estate Tech) companies.
  - Lead or support client calls and daily communication with clients via email and phone
  - Drafting and editing of client press releases, corporate bios, media pitches, and other written materials, with a true focus on attention to detail
  - Support the lead on each account across a number of parameters including: measurement of results, drafting of content, media list development and updating, etc.
  - Researching reporters and building media lists (through databases and DIY)
  - Development, research and writing of pitches and story angles targeting specific journalists in B2B and/or B2C spaces
  - Distribution of pitches and media follow-up to secure client coverage
  - Setting and managing evolving internal and external deadlines, ensuring proper communication with internal team and clients

### Qualifications

- Bachelor's degree, preferably in journalism, public relations, communications or marketing
- Proven working experience in PR, communications, marketing or a related field with a minimum of 3 years full-time experience

### Strongly preferred

- An interest and aptitude in the finance, technology, real estate or legal sectors
- Strong relationships with influential journalists at mainstream or niche publications specifically in the sectors above
- Fearless when it comes to proactive and reactive communication with reporters
- Proven ability to prioritize workloads
- Proven ability to think in a proactive and critical manner
- Previous experience collaborating with a team in multiple locations a plus

### Benefits

Benefits include unlimited flexible paid time off (PTO) policy, performance bonuses, 401k retirement plan, medical insurance benefits – and a management team that truly cares about your professional development.

If you are a team player who is excited to join a group that loves what they do, please send us a tailored cover letter along with your resume to [nicolas@calibercorporateadvisers.com](mailto:nicolas@calibercorporateadvisers.com).