

### **Job Description: Account Director**

Schwartz Media Strategies is a fast-growing public relations agency that partners with clients in a range of sectors – including legal and professional services, real estate, finance, municipal, arts and culture and consumer brands – to develop media relations, marketing and digital media campaigns. We are seeking an organized and energetic leader with 5 or more years of experience in media relations and communications to help lead corporate and consumer accounts.

Candidates must possess a strategic mind, sense of creativity, strong writing skills and a motivation for entrepreneurship. They must be passionate about public relations and understand why it's important to growing a business. They should be hungry for knowledge about our clients and their industries and understand how to connect companies with their target audiences.

#### **Day-to-day responsibilities:**

- Daily interfacing with clients, including reporting results and offering campaign updates
- Coordination and supervision of staff and account teams
- Develop and maintain relationships with regional, national and international media
- Create written materials including press releases, byline articles, pitches, client correspondence and reports
- Proactively pitch relevant print, broadcast, and online trade, business, and consumer media on timely news topics to garner editorial coverage for clients
- Build and execute digital media and marketing tactics on behalf of clients
- Provide strategic counsel to clients, including crisis communications plans

#### **Qualifications:**

- Minimum of 5 years of public relations experience, preferably working with corporate clients; agency experience is preferred
- Candidate must lead by example and have strong delegation and management skills
- Proven track record for securing media results and building media relationships – locally, nationally and internationally
- Experience working as part of a team and leading others
- Strong writing skills and experience creating client messages, pitches, fact sheets, press releases, bylines and opinion editorials
- Understanding of how to incorporate digital media and marketing into a PR campaign
- Strong organizational skills and demonstrated ability to multi-task and balance priorities.
- Comfort providing a high level of client service
- Proficiency in Spanish is preferred, but not required

#### **Benefits of employment:**

- Salary commensurate with experience
- Employer pays 100% contribution for health and dental insurance premiums
- Paid vacation and sick leave
- Bonuses for strong performance and new business generation
- Entrepreneurial firm offering significant potential for growth
- 401K eligibility
- Free parking

Qualified candidates can send information to [careers@schwartz-media.com](mailto:careers@schwartz-media.com).