

Job Title: Senior Account Executive – Corporate/Consumer and Corporate Responsibility

Job Description

Nyhus is looking for a Senior Account Executive to join our **Corporate/Consumer and Corporate Responsibility Team** to support high-profile client accounts, including international clients. In this role, the ideal candidate will be able to manage a number projects at once and be able to respond quickly to changing business conditions and client requests. A Senior Account Executive clearly understands the team and client objectives and is proactive in his or her work to meet those objectives.

Responsibilities and Skills

Client Service

- Lead multiple high-profile accounts, serving as a strategist, project manager and team leader
- Research, understand and anticipate client needs; provide value-added service and build relationships
- Serve as day-to-day client contact
- Proactively anticipate and manage dynamic campaigns.
- Demonstrate strong understanding and awareness of client issues in order to provide strategic planning and counsel to clients and stakeholders
- Develop and present PR plans that address business goals, situation analysis, challenges, solutions, measurement criteria and budgets

Media/Analyst Relations

- Lead proactive and reactive media outreach and strategy on behalf of multiple clients
- Research, understand and anticipate media landscape; provide value-added service and build relationships with key contacts.
- Leverage prior media relationships on behalf of clients and the broader team
- Seamlessly coordinate requests from media and other stakeholders, providing strategic counsel and demonstrating value to client at all times
- Propose story ideas (scope, timing), schedule media interviews, educate and shape opinions on key campaign themes
- Moderate media interviews and provide client useful briefing materials prior to as well as constructive performance feedback after the interview
- Drive industry analyst program for various clients

Corporate Responsibility

- Lead corporate responsibility program development in support of client business goals
- Develop stakeholder engagement plans to support CR programs

Writing

- Proven ability to draft diverse and persuasive materials accurately and in a timely fashion with little input or editing required

Social Media

- Demonstrate strong experience managing social media strategies and tactics for clients; produce compelling multimedia content for client social media activities, including Facebook, Twitter, YouTube and LinkedIn

Business Activities

- Manage Account Executives, Account Coordinators and Interns, where necessary, serving as a coach and mentor
- Proactively work with client and team on contracting, invoicing, allocating resources and managing team time against budget
- Participate in cross-team projects
- Participate in internal agency initiatives as needed
- Track billable time precisely and consistently

Networking & Business Development

- Raise the visibility of the firm by participating in external community and industry networking activities
- Actively participate in business development planning and programs

Utilization

- 90% billable
- Based on a minimum 40 hour work week; occasional evening and weekend work; occasional domestic travel

Qualifications

- BA/BS degree in journalism, communications, public relations or related field preferred
- At least 4 years of PR agency experience, preferably in the high-tech industry
- Demonstrated understanding of news media and a passion for technology. A mix of B2B and consumer technology experience preferred
- At least 2 years managing a client relationship
- At least 1-2 years' experience managing individuals or a team
- Experience facilitating media interviews and pitching stories
- Established media contacts (ideally business media)
- Strong ability to produce quality work under tight deadlines
- Experience writing and developing press materials
- Developed, presented and executed PR plans
- Ability to successfully multi-task
- Excellent written and verbal communications skills
- Exceptional organizational and time-management skills
- Team player (must be highly collaborative), positive attitude and ability to self-motivate
- Solid judgment with high standards of accuracy, responsiveness, integrity and discretion

Competitive salary and benefits. Salary reflects experience. Applicants may be required to take a writing test during the interview process.

About Nyhus

We are a dynamic, results-oriented Seattle-based strategic communications and advocacy firm with a growing list of world-class clients. With offices in Seattle and Washington, D.C., Nyhus is a smart, strategic, collaborative and well-connected firm that operates at the intersection of business, government and the community. We work hard and deliver exceptional results for our clients. Included on Seattle Business Magazine's annual list of Washington's Best Companies to Work For, Nyhus is regarded as the up-and-coming agency in the Pacific Northwest. This is a unique opportunity to join a growing firm poised for rapid growth.

To Apply

To apply, please send your cover letter, resume and three writing samples to careers@nyhus.com, indicating in the subject line the position for which you're applying. We respectfully ask that you refrain from calling about your application. We will contact you if we see a good fit. Thank you for your interest in Nyhus.

Rev. 2/2012