

## ACCOUNT EXECUTIVE

Thompson & Co. Public Relations is looking for an account executive for its Anchorage office. T&C is Alaska's largest and most respected public relations agency, and our clients and work are known for being intellectually stimulating, fast-paced and creative. Almost nothing seems impossible to us, and applicants should have a similar attitude. We are a small, tight-knit group and work very hard, but we also have a blast living the Alaska lifestyle. Employees will have opportunities to be involved in exciting projects and media opportunities working at this 2021 Forbes "Agency of the Year" and 2020 PR News "Best Place to Work".

Account executives should have 2 – 5 years of industry experience in public relations, with agency experience preferred. Industry knowledge in the areas of travel/tourism, seafood and/or health care a plus. Job duties may include, but are not limited to:

- Staffing an account team and account manager with three or more clients.
- Developing client proposals and implement the PR activity.
- Liaising on a regular basis with clients and the media, often via telephone and email.
- Relationship building and networking with colleagues, clients and the media.
- Tasking and managing account coordinators and assisting them to be billable and successful.
- Preparing regular client reports and attending client meetings.
- Monitoring the media, including newspapers, magazines, journals, broadcasts, newswires blogs and social media, for opportunities for clients.
- Researching, writing, editing and distributing press releases and direct pitches to targeted media.
- Promoting news stories and features to the media.
- Writing, editing, promoting and implementing social media content and campaigns for clients.
- Event management and creative concepting, including press conferences and promotional events.
- Attending and promoting client events to the media, as well as developing talking points for clients and providing on-site support during media events and interviews.
- Escorting press trips, client editorial briefings.
- Assisting with the production of client publications, such as in-house magazines.
- Coordinating studio or location photography.
- Collating, analyzing and evaluating media coverage.
- Proactively proposing new tactics, pitches and methods for clients.
- Other duties as assigned.

Learn more about Thompson & Co. and its corporate values to see if you're a match, [here](#). Please send a resume, cover letter and any relevant work samples to [info@thompsonpr.com](mailto:info@thompsonpr.com). No phone calls, please.

This position will remain open until the right candidate is hired.