

CLIENT EXECUTIVE

I. Job Summary:

A. Purpose:

The Client Executive supports the account team servicing the Client by working on task oriented projects that require routine and standard information.

B. Business Objective:

Through research, writing, and administration the Client Executive supports the account team to serve the Client.

II. Primary Responsibilities:

- Write and distribute pitch letters, news releases, backgrounders, fact sheets, bios, newsletters, prepared remarks and standby statements.
- Assists with administrative tasks such as preparation and distribution of publications.
- Create and maintain media lists
- Handle routine media inquiries
- Monitor media to report coverage that affects the Client's business.
- Handle basic research of Client's business and industry to maintain a current knowledge base
- Develop relationships with external audiences (media, third party constituencies, etc.) to convey the Client's message
- Under guidance of a supervisor may coordinate specific events and promotions for the Client
- Represent Client at events or trade shows
- Assist in account administration duties such as billing and activity reports

III. Organizational Associations:

A. Supervision:

Depending on the account structure, a Client Executive may report to a Senior Associate, Manager, or Director. A Client Executive works under close supervision.

B. Internal Communications and External Contacts:

The Client Executive works with the junior staff of the Client, internal service departments, external vendors, news media, other Ad/PR agencies and account handlers at BM to service the Client.

IV. Skills Required:

- Must be a good communicator both orally and in writing
- Must have good interpersonal skills
- Understand the principles of Perception Management
- Ability to work as member of a team
- Ability to handle multiple tasks simultaneously
- Ability to organize and prioritize work under pressure
- Ability to work with detailed information
- Ability to work within a budget
- Skill in using office equipment (e.g. computers, fax)

V. Recommended Background:

- University degree is a must
- Basic understanding of the field of public relations