

Senior Account Executive, Sacramento Social Marketing Practice

Opportunity:

The Sacramento office of Ogilvy Public Relations is seeking a media-savvy communications professional to join the Social Marketing team as a Senior Account Executive.

Responsibilities Include:

- Conceptualize and write documents including client memos, news releases, media coverage reports, fact sheets, brochures and collateral materials
- Support media relations activities, including monitoring and creating media reports and pitching media on a variety of subjects
- Monitor and analyze online media coverage and other relevant digital communications channels
- Provide guidance and counsel to partner organizations in areas such as media relations, awareness event planning, and strategy implementation
- Manage implementation of events such as press conferences, media briefings, client events, media tours, etc.
- Work with our in-house Creative Studio to develop creative materials
- Support office and practice growth by providing excellent client service and assisting senior staff with business development activities

Required Qualifications:

- 3-5 years of public relations experience; social marketing and/or environmental experience in a PR agency strongly preferred
- Success in developing partnerships and in community outreach
- Strong media pitching skills
- Outstanding writing, presentation and communication skills
- Understanding of digital influence with strong social media and word of mouth marketing skills a plus
- Proven ability to work well independently and within a team environment

- Ability to work with individuals at all levels of an organization, both internally and externally, with a focus on superior client service
- Ability to multi-task in a fast paced environment and to meet aggressive deadlines
- BA/BS required

To Apply:

Please submit your resume and cover letter via the Careers section of our website: <http://www.ogilvypr.com/about-ogilvy-pr/careers.cfm>

We will only respond to candidates with whom we have a further interest.
No agencies please.

As an Equal Opportunity Employer, Ogilvy PR does not discriminate against applicants or employees because of their race, creed, color, age, religion, sex, disability, sexual orientation, marital status, military status, national origin, or ancestry.