

# sprouthouse

## **About the Position:**

Sprouthouse is looking for an experienced Account Manager or Senior Account Manager to join our team. We're considering candidates with varying levels of experience because we want to find the right person to join our team, not just someone who checks the right boxes. Our Account Managers generally have 2-3 years of experience, and our Senior Account Managers have 4+ years of experience. We're open to candidates in markets where we have team members already in place, including Atlanta, Nashville, New York City, and Washington, D.C.

The Account Manager/Senior Account Manager must be able to effectively oversee and advise account teams in all areas of function and responsibility. He or she has key media relationships and can creatively and strategically manage PR plans and client communication. The Senior Account Manager position requires advanced industry knowledge and experience, and the candidate must be able to execute independent decision-making when applicable.

Responsibilities include, but are not limited to:

## ***Public Relations/Marketing***

- Participate in and help oversee the development of PR strategies, pitches, and client creative material
- In-depth knowledge of current trends and industries (food, travel, hospitality, lifestyle, PR, media, etc.) and ability to share resources with the team
- Collaborate with account team to deliver integrated solutions from strategy to execution
- Prioritize multiple responsibilities, balancing client deliverables on multiple projects in addition to internal obligations
- Project management experience
- Strong understanding of all aspects of PR, from strategy and development to execution
- Build, nurture, and maintain relationships with key media contacts and influencers at the local, regional, and national levels
- Excellent at cultivating relationships, with a proven ability to gain trust through communication, expectation-setting, and completion of planned deliverables
- Drive account activity forward with new and creative ideas, strategies, and initiatives
- Support Account Directors and Executive Directors in the areas of account management and client communication
- Cultivate new business opportunities and prospective new clients

## ***Account Management & Team Collaboration***

- Provide professional PR and marketing counsel and superior account service to assigned clients
- Manage day-to-day client activities for assigned clients, including: researching, planning, implementing and evaluating activities, paying careful attention to deadlines and client goals
- Maintain close and frequent contact with clients and continually strive to strengthen relationships with them
- Stay up to date on current events, news, and industry trends

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- Coordinate and supervise staff and vendors needed to carry out client service requirements
- Participate in prospecting, pitching, and securing new business opportunities
- Provide recommendations for improvement of ongoing campaigns and projects
- Support account team to advance the strategic goals of the client
- Manage interns and Account Coordinators, and delegate as necessary

## **About the Candidate:**

Sprighthouse is seeking a self-motivated, creative, and resourceful individual to serve as Account Manager. Relevant work experience and college studies in public relations, marketing, and communications are preferred. Skills and characteristics essential to success in this position include: proficiency in written and oral communications, outstanding client service skills, being deadline-driven, proven success in planning public relations strategies, and garnering media results.

## *Required Skills/Characteristics*

- Excellent communicator
- Team player
- Deadline-driven
- Skilled writer
- Social media savvy
- Extremely organized
- Professional demeanor
- Eagerness to learn
- Proficient multitasker
- Problem-solver
- Self-motivated and proactive
- Integrity and reliability
- Detail-oriented

## **About the Company:**

Sprighthouse began in 2012 as Polished Pig Media, a public relations firm headquartered in Charleston, SC. Since then, we've adapted and expanded both our footprint and our offerings to reflect the shifts in the marketplace and to better service our clients. Today, we are a full-service agency of around 20 team members. We're headquartered in New York City with additional team members in Atlanta, Birmingham, Charleston, Los Angeles, Nashville, and Washington, D.C., servicing clients not only in those cities, but also in many other communities we know and love. Through creative services, strategic storytelling, and fostering meaningful connections, we serve as our clients' most passionate advocates and help them achieve their goals.

We're firm believers that there *is* such thing as a work-life balance – even in a global pandemic. We offer generous benefits including an average of 12 paid holidays per year, a year-round version of Summer Fridays we've dubbed "Forever Fridays," stipends for cell phone and internet services, and a generous vacation policy. We also cover 75% of the cost of any employee who wants to join our (really good!) insurance plan. Additional benefits include a health and wellness stipend, professional development budget for continued learning and growth, and a company-matched 401(k) program.

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Our team is smart, savvy, detail-oriented, ego-free, hard-working, and frankly, really good at what we do! We're straight shooters, believe that everyone should have a voice in how our company operates, and see our team members as people first – not just employees.

We believe that a broad range of ideas, life experiences, and backgrounds enriches our workplace, contributes to innovative thinking, and attracts talented people. We are committed to providing an equal employment opportunity regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or expression, or Veteran status. We are eager to welcome team members who share this belief as we strive to create an environment that reflects the rich cultural and racial diversity of our communities.

We're a company of people who love what they do and are excited by their work. Join us!

**Important Information:**

Education: Bachelor's Degree Required, preferably in Public Relations, Communications, Marketing, or other relevant field

Travel: Moderate

Other: Some nights and weekends required

To apply for the Account Manager/Senior Account Manager position at Sprouthouse, please send a cover letter and resume to [jobs@sprouthouseagency.com](mailto:jobs@sprouthouseagency.com). We accept applications on a rolling basis and will contact you if your application is a match for our team.

*Note: Essential elements of this job are described above. They may be subject to change at any time.*