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POSITION DESCRIPTION

Position Title: Senior Account Manager

Reports To: Executive Director or Account Director

FLSA Status: Exempt

About Sprighthouse

Sprighthouse began in 2012 as Polished Pig Media, a localized public relations firm headquartered in Charleston, SC. Over time, we have adapted and expanded both our footprint and our offerings to reflect the shifts in the marketplace. Today, we are a full-service agency of around 20 team members. We're headquartered in New York City with additional office locations in Atlanta, Birmingham, Charleston, 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.

Sprighthouse believes 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.

About the Candidate

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

About the Job

The Senior Account Manager is responsible for managing multiple accounts and establishing positive collaborative working relationships with colleagues, clients, and media. He or she is adept at achieving client satisfaction while ensuring a deep relationship with the account team to creatively troubleshoot problems and optimize client goals and expectations. Senior Account Manager 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
- 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

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- Monitor, report, and evaluate campaign success
- Oversee and assist with the development of media kits, website copy, and press and marketing materials
- 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

- Manage client deliverables, expectations, goals, and timelines to ensure overall quality of work
- Collaborate with account team to deliver integrated solutions from strategy to execution
- Confident communication skills (written and verbal) and a demonstrated ability to work collaboratively with all levels of internal and external organizations
- Help motivate junior team members while working with Leadership and Executive Teams to foster company culture
- Prioritize multiple responsibilities, balancing client deliverables on multiple projects in addition to internal obligations
- Always thinking of ways to improve/grow the company and its client portfolio
- Manage interns, account coordinators, and delegate as necessary

Required Skills/Characteristics

- Excellent communicator
- Superb writer
- Social media savvy
- Extremely organized
- Professional demeanor
- Eagerness to learn
- Excellent multitasker
- Problem solver/conflict management
- Self-motivated and proactive
- Detail-oriented
- Integrity and reliability
- Strong work ethic
- Deadline-driven
- Team building

The Perks

- Generous number of vacation/personal/sick days per calendar year
- Work remotely in some locations
- Travel expense reimbursement
- Team outings and retreats
- Wellness stipend
- Cell phone reimbursement
- Flexible parental leave
- Professional development fund
- Health & dental insurance

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Important Information:

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

Experience: 4 or more years of public relations or other related industry experience

Travel: Moderate

Other: Some nights and weekends required

Location:

To apply for the Senior Account Manager position at Sprouthouse, please send a cover letter and resume to 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.