

sprighthouse

POSITION DESCRIPTION

Position Title: Account Manager

Reports To: Managing Director, Account Director, or Senior Account Manager

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, 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.

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 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.

About the Job

The Account Manager plays a pivotal role in the account team activities by helping plan and execute public relations, marketing, and social media campaigns, as well as managing client needs in a timely manner. Account Manager responsibilities include, but are not limited to:

Public Relations/Marketing

- Develop media lists for client announcements and press outreach
- Draft pitches, announcement releases, newsletters, and press materials on behalf of clients
- Secure print and online coverage for clients through targeted media outreach and pitching
- Communicate directly with media and social influencers on behalf of Sprighthouse and its clients
- Assist with the development of strategic, organized, well-written public relations campaigns
- Assist with planning and executing public relations campaigns through media outreach, strategic partnerships, content creation, and event participation to drive measurable results
- Monitor, report, and evaluate campaign success
- Develop and maintain strong relationships with local, regional, and national media

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- Assist with, and in some cases oversee, the development of media kits, website copy, and marketing materials
- Assist with the development of strategic messaging and positioning documents
- Coordinate events, meetings, speaking engagements, etc. for assigned clients
- Establish knowledge of community and charitable organizations in markets where SH and its clients are located

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
- 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

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

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: 2-3 years

Travel: Minimal to moderate

Other: Some nights and weekends required

Location:

To apply for the Account Manager position at Sprouhouse, please send a cover letter and resume to jobs@sprouhouseagency.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.