

sprighthouse

POSITION DESCRIPTION

Position Title: Account Manager

Reports To: 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 over 25 team members. We're headquartered in New York City with additional office locations in Atlanta, Birmingham, Charleston, Durham, Louisville, New England, Nashville, Richmond, 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 professional with 2-3 years of relevant experience to serve as an 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, attention to detail, excellent time management, outstanding client service skills, fluency in all relevant social media platforms and an understanding of their importance to a brand's communication strategy and business goals, and proven success in executing public relations strategies that garner media results.

About the Job

The Account Manager plays a pivotal role in the account team activities by helping plan and execute public relations strategies 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 and Integrated Communications

- Draft pitches, announcement releases, newsletters, and other written materials on behalf of clients
- Secure print, online, and social coverage for clients through targeted media outreach and pitching
- Communicate directly with media and social influencers on behalf of Sprighthouse and its clients
- Develop media lists for client announcements, press outreach, and fostering media relationships

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- Support the development and execution of public relations campaigns through impactful media outreach, strategic partnerships, content creation, and event participation
- Monitor, report, and evaluate strategy and campaign success
- Develop and maintain strong relationships with local, regional, and national media and social influencers
- Assist with, and in some cases oversee, the development of media kits, website copy, social media slates, and marketing materials
- Support the creation of strategic messaging and positioning documents
- Coordinate events, meetings, and speaking engagements for clients
- Establish and maintain relationships and demonstrate a knowledge of community, charitable organizations, and strategic partnerships in markets where SH and its clients are located

Account Management & Team Collaboration

- Provide superior account service and professional PR and marketing counsel to clients
- Manage day-to-day client activities, including researching, planning, implementing and evaluating PR and digital 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
- Help oversee and execute clients' digital communication strategy/efforts as needed (including, social content, email newsletters, and website copy)
- 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
- Detail-oriented
- Deadline-driven
- Skilled writer
- Social and digital media savvy
- Extremely organized
- Professional demeanor
- Eager to learn
- Proficient multitasker
- Problem-solver
- Self-motivated and proactive
- Reliable

The Perks

- Generous number of vacation/personal/sick days per calendar year
- Year-round "Summer Friday" hours
- Paid time off for community/volunteer work
- Remote/hybrid work setup
- Team outings and retreats
- Monthly wellness stipend
- Monthly cell phone reimbursement

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- Twelve weeks fully paid parental leave
- Company-subsidized health & dental insurance
- 401(k) with company match

Important Information

Education: Bachelor's degree strongly preferred, with focus in Public Relations, Communications, Marketing, or other relevant fields

Experience: 2-3 years

Travel: Minimal to moderate

Other: Some nights and weekends required

Location: Atlanta, Birmingham, Charleston, Durham, Louisville, Nashville, New England, New York City, Richmond, Washington D.C.

To apply for the Account Manager position at Sprighthouse, please send a cover letter and resume to jobs@sprighthouseagency.com. We accept applications on a rolling basis and will contact you if your application might be a match for our needs.

Note: While essential elements of this job are described above, they may be subject to change at any time.