

We're Hiring:

SENIOR ACCOUNT MANAGER

Position Title: Senior Account Manager
Reports To: Executive Director or Managing Director
FLSA Status: Exempt
Location: New York, NY
Salary Range: \$69,000-\$88,000

ABOUT SPROUTHOUSE

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, Louisville, Nashville, New England, 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 dynamic professional with 4+ years of relevant experience successfully supporting and advising account teams in all areas of function and responsibility as Senior Account Manager. They have key media relationships and can creatively and strategically manage PR plans, digital strategies, and client communication. This position requires advanced industry knowledge and experience, and the candidate must be able to execute independent decision-making.

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 maintaining a high level of trust and respect from the account team to creatively troubleshoot problems and manage client goals and expectations. Senior Account Manager responsibilities include, but are not limited to:

PUBLIC RELATIONS AND INTEGRATED COMMUNICATIONS

- + Participate in and help oversee the development and execution of integrated communication strategies, pitches, and client creative material
- + In-depth knowledge of current trends and industries (food, beverage, travel, hospitality, lifestyle, public relations, traditional and new media, etc.)
- + Savvy in social media platforms (Instagram, Facebook, Twitter, TikTok) and their importance to a brand's communication strategy and business goals
- + Project management experience
- + Strong understanding of all aspects of public relations and integrated communications, 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 communicating, managing expectations, and completing planned deliverables
- + Monitor, report, and evaluate campaign success
- + Oversee and assist with the development of media kits, social media content, website copy, and press and marketing materials

- + Drive account activity forward with new and creative ideas, strategies, and initiatives
- + Support Account Directors, Executive Directors, and Managing Directors in the areas of account management and client communication
- + Cultivate new business opportunities and prospective new clients

ACCOUNT MANAGEMENT AND 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
- + Demonstrate mastery of written and verbal communication skills and an 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 positive and inclusive company culture
- + Prioritize multiple responsibilities, balancing client deliverables on multiple projects in addition to internal obligations
- + Proactively seek ways to improve/grow the company and its client portfolio
- + Manage account coordinators and delegate as necessary

REQUIRED SKILLS/CHARACTERISTICS

- + Excellent communicator
- + Superb writer
- + Social and digital media savvy
- + Extremely organized
- + Professional demeanor
- + Eager to learn
- + Expert multitasker
- + Problem solver
- + Self-motivated and proactive
- + Detail-oriented
- + Reliable
- + Strong work ethic
- + Deadline-driven
- + Team player

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

IMPORTANT INFORMATION

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

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

Travel: Moderate

Other: Some nights and weekends required

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 we feel 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.