



## Public Affairs Senior Account Executive Position

The ideal public affairs team candidate will have 5+ years of experience and be able to develop and execute successful communications and public affairs campaigns.

### Public Affairs Position Job Responsibilities

Developing and managing the day-to-day communications and public affairs needs of local, statewide and national clients, with emphasis on grassroots/grasstops engagement, media relations and campaign strategy.

Activities include:

- Serving as project manager and lead on key client accounts
- Managing multiple projects and deadlines in tandem and ensuring deliverables are completed on time
- Developing campaign strategy to support public affairs and communications goals
- Lead on research and development of communication plan, audience identification, strategies, and tactics to accomplish goals
- Crafting key messaging and narratives
- Drafting media materials, such as press releases, talking points and opinion pieces
- Proactively identifying media angles and storylines, drafting and executing media pitches, developing press lists, and fostering relationships with key reporters
- Building coalitions and engaging grassroots/grasstops stakeholders
- Working collaboratively with other communication verticals, such as digital and advertising, to accomplish goals
- Leading strategy and messaging for development of content assets, such as collateral materials and organic social media content
- Tracking and monitoring deliverables through regular reporting and client communications

### Preferred Requirements

- Bachelor's degree required
- 4+ years experience
- Proven understanding of communications strategy and tactical execution to achieve desired outcomes
- Strong writing skills with attention to detail
- Strong communication and presentation skills
- Experience leading proactive media relations efforts and securing media coverage
- Experience building coalitions and/or activating grasstops/grassroots stakeholders
- Existing relationships with business, industry, and stakeholder organizations
- Understanding of or interest in policy issues and the legislative process, players, and landscape at the state and federal levels
- Understanding of digital and advertising strategies
- Proactive, team-oriented attitude
- Confidence to take the lead on client communications and counsel



## Moore Culture

Moore prides itself on a culture of teamwork. New employees often comment that, despite having more than 35 employees who bring unique perspectives and experiences to the table, the Moore team is remarkably cohesive. Differences in team members are embraced and encouraged, to bring fresh creativity and new approaches to every project. With the strong emphasis on teamwork and open-door communication policy, employees feel supported and emboldened at every step. Staff is quick to recognize their colleagues' achievements at weekly team meetings, further deepening the culture of collaboration.

To relax and recharge, team members receive the week between Christmas and New Year's Day off with pay, in addition to all traditional holidays. Employees may take their birthday off and work on weekly flex schedule, that allows all full-time employees to work a half day every Friday.

To keep employees healthy and happy, Moore offers an optional wellness program, in which 100 percent of employees participate. Activities include lunch and learn sessions with the State of Florida executive chef, yoga sessions and healthy potlucks.

Moore has been named a Florida Trend Best Place to Work 11 years in a row. The honor is bestowed by the statewide business publication annually to 100 organizations in Florida and is based on company policies, practices and demographics, as well as employee feedback received through an anonymous survey. This recognition speaks to the culture that has been created at Moore—a culture of excellence and collaboration that results in success for clients and happy, loyal employees.

In addition to its success in Tallahassee, Moore has expanded its team and reach, opening offices in New Orleans, West Palm Beach and Denver.

If you are interested in applying for this position, please submit your resume to Amanda Peterson at: [amandap@themooreagency.com](mailto:amandap@themooreagency.com) with SAE, Public Affairs in the subject line.