



Senior Account Executive

We are looking for a Senior Account Executive to join our integrated communications team and play an instrumental role in our Marketing Communications division. The ideal candidate will be experienced in communications, with a heavy emphasis on account direction and account management, public and media relations, message development, and vendor communication. 5 - 7+ years' experience required; agency experience is preferred. Come join this growing team of marketing and communications professionals.

What You'll Be Doing

Developing and managing the day-to-day marketing and communications needs of local, statewide and national clients with an emphasis on account direction, account management, and public media relations. Activities include:

- Leading key agency accounts and leading the account management and client relationships
- Managing project timelines and ensuring deliverables are completed on time
- Tailoring media pitches and creating media tools/assets to help secure media coverage
- Conducting media outreach via phone calls, email communication and social media engagement
- Creating, planning and executing engaging activations and events
- Developing key messaging and other supporting documents to help clients tell their story
- Collaborating with team members across verticals and offices to ensure success for clients
- Providing weekly and monthly reports
- Monitoring trends across markets and client industries
- Traveling throughout Florida representing high-profile clients is needed on occasion

Skills Required

- Clear communication skills
- Ability to prioritize while balancing multiple priorities and deadlines
- Strong decision-making skills
- Excellent writing skills
- Ability to anticipate issues and roadblocks and find solutions
- Attention to detail/accuracy
- Ability to work with a variety of team members

Required Experience

- Bachelor's degree
- 5 – 7+ years' experience
- Proficiency in Excel, PowerPoint and Word

If you are interested in applying for this position, please submit your resume to Amanda Peterson at: amandap@themooreagency.com with Senior Account Executive Candidate in the subject line.