

# Prem

PR & SOCIAL

## **Account Executive**

### **Company**

PREM - Personal. Results. Effective. Memorable.

PREM is a boutique PR & social media marketing firm for local and national businesses. We are a creative and strategically driven agency whose core focus is to assist the growth of our clients through effective marketing initiatives.

### **General Job Overview**

Our Account Executive will be responsible for managing client accounts. From managing social media accounts to taking the lead of campaigns, you will be working closely in a team to meet clients goals. The Account Executive will possess strong leadership skills with the ability to communicate and execute on tight deadlines. We value those with big creative ideas and the energy to bring them to life... we encourage an environment that fosters innovation and inclusion.

### **Job Responsibilities**

- Manage client work flow with task management system
- Manage calendars and attend meetings
- Assist in developing marketing initiatives for different clients
- Manage social media accounts (Including but not limited to Facebook, Instagram, LinkedIn, Twitter)
- Create and manage social media advertisements for all social platforms
- Work to drive results through strategy + execution of social media campaigns for clients
- Work and strategize with influencers
- Develop create and custom content for the appropriate platforms
- Stay current on new media trends and implement appropriate strategies and tactics, if necessary, to meet clients' objectives
- Identify and participate in new business opportunities, as necessary
- Assist with business development and marketing strategies
- Juggle multiple projects
- Must be able to work independently and hit the ground running in a fast paced environment.

## **Preferred Qualifications**

- 1-2 years of managing social media accounts
- Excellent research and problem solving skills
- Must have excellent writing and editing skills
- Think creatively and outside of the box
- Excellent time management skills to work within deadlines and time constraints
- Knowledge of social media platforms. Ability to manage clients' social media accounts
- Experience in social media management and PR management platforms a plus
- Leadership potential
- Experience in event coordination
- Self confidence
- Attention to detail
- Experience in graphic design/Canva is a plus
- Enjoy going out to networking functions and be happy to talk to almost anyone

All applicants should submit a copy of their resume, cover letter and references to: [marilyn@premprsocial.com](mailto:marilyn@premprsocial.com)  
Please include all social media handles.