

## **Job Description - Public Relations PR Senior Account Executive**

### **POSITION SUMMARY**

Shelton Group, a leading investor/public relations firm specializing in the technology industry, is expanding our team and has an excellent career opportunity for an ambitious and detail-oriented business professional. The primary mission of the Shelton Group PR team is to serve as a trusted partner and strategic consultant to create, evolve, promote and protect your company, your brand and your reputation in a competitive market. We understand the nuances of a startup, as well as challenges related to each stage of corporate growth.

The Senior Account Executive plays an important role in managing Shelton Group's PR efforts by leading and executing PR projects and campaigns on behalf of our technology clients. We're looking for someone with 5-10 years of experience in B2B technology public relations. Media pitching skills is a must. Ability to interface with C-Suite is a must. Candidates invited for interviews will be required to show portfolio of writing samples and secured media coverage.

### **POSITION RESPONSIBILITIES**

- Assist with client account strategy, brainstorming ideas
- Day-to-day customer service and implementation of public relations initiatives to ensure the effective execution of client strategy and objectives
- Create initial drafts of client materials and content including press releases, press materials, traditional and digital copywriting, as well as editing internal and external communications
- Create and maintain media lists
- Media pitching
- Track and generate media and influencer reports, clip reports
- Prepare account service-related documents such as agendas and reports (weekly, quarterly)
- Participate in and document discussions during client meetings and conference calls

### **REQUIRED SKILLS & CHARACTERISTICS**

- Media pitching experts
- Ability to interface with C-Suite
- Solid presentation skills
- Excellent communication skills, written and verbal
- Expert in AP Style
- Extremely organized
- Detail oriented
- Proficient multitasker
- Strong work ethic
- Professional demeanor within and outside office while conducting company business
- High competency level on computer and software skills compatible with job responsibilities such as:
  - Microsoft Office Suite
  - MuckRack



**REQUIRED EDUCATION & EXPERIENCE**

A successful candidate should possess a Bachelor's degree in public relations, communications or journalism with 5-10 years experience in an agency or corporate environment.

**OFFICE LOCATION**

We are headquartered in Dallas, Texas at 75 and Coit and have a great benefits plan that includes medical, dental, vision, 401k plan, paid holidays and generous PTO. For consideration, please send resume with salary requirements to [apaddock@sheltongroup.com](mailto:apaddock@sheltongroup.com) (please send an unzipped Word document). Selected candidates will be contacted – phone and video interviews will be held for qualified candidates. Please see our website at [www.sheltongroup.com](http://www.sheltongroup.com) for more information on the company