



## **Job Description: Account Manager – Wine & Spirits**

### ***Position Summary***

Double Forte is a fiercely independent Public Relations and Communications agency serving Consumer Lifestyle, Digital Life, and Professional Services companies across the country. We are recognized for our creative strategic programs that deliver results. Double Forte seeks to work with great companies doing good things in the world and in their categories. We are proud of our high average tenures for both clients and team members. Headquartered in San Francisco, Double Forte has offices in New York and Eau Claire, Wisconsin; today we have people all over the country as we work virtually throughout the coronavirus pandemic.

The Account Manager handles day-to-day account activity, achieving and maintaining positive interface with client contacts, implementing new account programs, plans and strategies, managing project implementation activities and producing status reports. The Account Manager may report directly to a Senior Manager or Account Director on account teams, but ultimately reports to a Vice President or Senior Vice President.

### ***The What***

#### ***Key Accountabilities***

- Assists in the development and execution of focused, on budget public relations and communications plans
- Maintains knowledge of wine, food, spirits, travel, lifestyle, luxury and business media, and is experienced in pitching and achieving print and broadcast media placements and results for clients
- Offers creative approach to finding unique media opportunities for clients and their products
- Drives brainstorming and helps draft plans for wine and spirits clients
- Drafts presentations in PowerPoint with text and graphical elements
- Assists in new business presentation preparedness and pitches
- Helps plan workflow from weekly client conference calls and account team meetings
- Generates compelling product and company press releases with little input
- Drafts project plans to drive strategic results with detail
- Effectively coordinates logistics for special events, product launches and trade shows, managing AE or AAE
- Is a proficient editor, strengthening other people's work
- Provides basic counsel to clients and helps field problems on account in timely fashion
- Manages junior staff and participates in their review process
- Performs agency administrative functions in a timely and responsible manner (timesheets, expense reports, vendor invoices, etc.)

#### ***Job Requirements/Qualifications/Skills***

- Basic knowledge of wine and spirits with passion and interest in learning more
- Detail oriented, but able to grasp broad concepts
- Good oral and written communication, listening and presentation skills
- Good time management and organizational skills

- Excellent computer, data entry and presentation graphics skills – proficiency with all Microsoft Office programs, Google Drive and Adobe PDF; Willing and able to learn how to use new software programs and online data services
- Public relations agency, marketing firm or journalism experience a plus
- B.A. or B.S. Degree
- Minimum 5 years post bachelor's degree business experience
- Expectation to travel as needed with or on behalf of the agency and its clients, as needed.

*Please send a cover letter and your resume to:*

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