DOUBLE Forte

**Job Description: Account Executive**

**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 is a remote agency with employees based in several states across the country. Bay Area based candidates will be prioritized for this role. Double Forte has a range of clients in business, finance, hospitality and food & beverage. This position will be focused on wine & spirits along with food and hospitality. Experience in these areas is preferred.

The Account Executive is a mid-level position on account teams and serves as assistant and back-up to the Senior Account Executive and other team members. If there is no AC or AAE on the account, the AE is responsible for completing most tactical duties on assigned accounts. The AE manages the AAE & AC on written materials such as status reports, conference reports, and Monthly Status Reports (MSRs), as well as helps with researching and following up on editorial opportunities the AAE/AC secures. The AE helps with the management of event and tour logistics and production of collateral materials. The AE maintains personal billable hours and reports directly to a Director.

**Job Requirements/Qualifications/Skills:**

- B.A. or B.S. Degree
- Minimum 3 years business experience post Bachelor's degree
- Public relations agency, marketing or journalism experience a plus
- Actively participates in weekly team meetings and client conference calls
- Contributes to ideation and development of communication plans and executive summaries
- Under the direction of the account lead, execute PR & media relations programs and strategies while facilitating teamwork and involving junior staff whenever possible
- Demonstrates ability to effectively develop full range of well-thought, well-constructed, typo-free written materials including value-add press releases, media alerts, client memos, client reports and pitches with minimal input from supervisors
- Master of logistics in booking media tours including coordinating product and press kit mailings and development of flawless briefing books
- Consistently achieves media placements on behalf of clients
- Demonstrates excellent awareness of all media (traditional and digital) relevant to client business, especially the trades, and positions strategic thinking capabilities to maximize PR opportunities for clients
- Be an ongoing contact on client's behalf to all media and develop strong, trusted relationships, consistently generating media placements and quality results
- Successfully manages paid influencer program and has demonstrated proficiency in at least one popular social media channel

- Consistently coordinates logistics for special events, product launches and trade shows
- Detail oriented, but able to grasp broad concepts
- Good organizational and time management skills with ability to prioritize workload to complete assignments on time.
- Team player
- Good people and phone skills
- Ability to listen and follow direction
- Required to participate in at least one professional association that will benefit the employee's development and the company
- Required to travel with or on behalf of the agency and its clients as needed

**Technical Skills & Abilities:**

- Good computer and data entry skills – proficiency with MS Word, Excel, PowerPoint, SharePoint, Adobe PDF, Wordpress, Wix, etc.
- Outstanding social and digital media chops; fluent in all major platforms (LinkedIn, TikTok, Instagram, Facebook, X, Youtube, Medium, Substack);
- Above all, a willingness and ability to learn how to use platforms and services, such as Markedly, Meltwater, Hootsuite, Constant Contact, Klear, Podchaser, truescope etc.
- Willing and able to learn how use new software programs and digital services
- Web navigation and research skills

**Agency Responsibilities and Relations**

- Maintains a respectful and professional attitude towards all coworkers and presents a consistent high level of enthusiasm for Double Forte and its clients
- Manages and mentors AAE and ACs on projects such as editorial calendars, press kit production, MSRs, and other areas AAE/AC is focused on where appropriate
- Demonstrates eloquence, persuasiveness, timeliness and thoroughness in client and agency reporting, including status reports, conference reports and MSRs
- Communicates regularly with manager, both in terms of status and in terms of "managing up," e.g. articulating to supervisor what one needs to do the job most effectively
- Ability to effectively juggle at least two, and sometimes up to four accounts and/or projects at a time, making sure that all get the proper amount of attention and results

**Agency Administration**

- Performs agency administrative functions in a timely and responsible manner (timesheets, expense reports, vendor invoices, etc.)