

SENIOR ACCOUNT EXECUTIVE

The senior account executive's primary responsibilities is to lead day-to-day efforts on assigned client projects and implement pieces of larger accounts. Assigned tasks will regularly include but are not limited to: drafting high-quality client materials and presentations, including internal memos as well as client deliverables; conducting media relations; conducting research for communication plans including analysis of media coverage and materials, digital channels and relevant activities and tactics that support overarching strategy. Other tasks include managing assigned projects, providing client coaching, and creating and updating project work plans and budgets.

A successful candidate will seek out additional opportunities for professional development and will also be assigned tasks by project team leads or by members of Spitfire's leadership team. In addition, the senior account executive will solidify his/her industry specialties (e.g., training, messaging, brand positioning, digital strategies).

The senior account executive reports directly to his/her functional manager but may also be assigned tasks by other members of the team or by Spitfire's president. Spitfire's matrix structure encourages each employee to work with a variety of managers on different accounts and projects. The senior account executive may also be asked to oversee junior staff and manage outside consultants on specific projects.

As with all members of the Spitfire team, senior account executives are expected to follow the policies described in the Spitfire handbook, attend all internal meetings, and conduct themselves in a professional manner at all times while working to instill a positive work environment at the firm.

A successful senior account executive demonstrates proficiency in completing the following activities.

Communication and Process

- Create client materials, such as memos, media materials and emails that can be forwarded to the client with few or no revisions
- Contribute content to Spitfire intellectual property, such as training presentations, resource guides, blogs and case studies.
- Draft components of a strategic communications plan
- Develop and implement high impact media outreach strategies
- Demonstrate media relations expertise, including pitching reporters and drafting editorial content
- Utilize appropriate communication tactics to meet client's goal
- Demonstrate outstanding copy editing and writing skills
- Build an area of expertise (e.g., social media, particular policy issue, PowerPoint)
- Create and manage work plans to scope of work outlined in proposal and contract
- Consistently meet project deadlines as set by project team

Internal Relationships

- Proactively contribute ideas to projects





- Regularly make recommendations to project lead on how to improve a project
- Work with project/team lead to effectively complete scope of work so that it is top quality and within the terms of the contract
- Consistently demonstrate ability to successfully move into problem-solving mode whenever challenges or concerns arise
- Work well with and demonstrate respect for colleagues at all levels and consistently contribute to a positive work environment.
- Demonstrate ability to work with functional manager to prioritize workload
- Understand scope of work of the projects working on well enough to answer questions about the project posed by firm management or other colleagues
- Assist members of project teams on challenging projects and hone understanding of account management
- Solicit feedback/provide regular updates to functional manager for assigned projects
- Identify new communications tools and demonstrate use to staff
- Solidify relationship with mentor to continue career growth

External Relationships

- Consistently demonstrate ability to get client's messages to target audiences, either through earned media coverage, direct outreach to policymakers, or planning and implementation of other outreach activities
- Serve as a strong second point of contact on a small account and demonstrate increased ability to manage accounts and provide top-notch client service as demonstrated by wins by and praise from the client
- Coach sessions at Spitfire training programs that receive high marks and positive feedback on participants' evaluation forms
- Demonstrate flexibility with clients and ability to manage expectations as well as ability to problem solve for clients to help them reach their goals in the most effective way possible
- Show good judgment and maturity with regard to client interactions
- Provide strong strategic advice to clients through coaching, memos, client service, etc.

Financial and Administrative

- Submit timesheets accurately and on time
- Submit expense reimbursement forms as appropriate
- Submit vacation/leave requests as appropriate

Qualifications

Must have a bachelor's degree (degree requirements may be substituted for an equivalent combination of education, training and experience) and minimum of four years public relations agency or related professional experience or must have successful experience meeting all expectations as an Account Executive at Spitfire. Must demonstrate superior writing and editing skills. Must have ability to help clients develop highly strategic communications plans. Demonstrated outstanding public speaking skills are preferred as are superior client



service skills. Candidate should be a highly motivated, self-starter who takes direction well but also can also work independently, thrives on variety and can shift directions seamlessly.

The senior account executive is an exempt employee.

Spitfire Strategies is committed to having a workforce that reflects diversity at all levels within the organization. We recognize the importance of not viewing individuals based on a single identity and we thrive on being equitable in our recruitment process as well as in our efforts to be inclusive of all employees. We encourage all applicants regardless of gender, race, religion, age, sexual orientation, disability, and other social identities to apply.

To apply, submit a resume and cover letter to jobs@spitfirestrategies.com noting position title in the subject line.

No phone calls, please.