

Wireside Communications
Senior Account Executive, B2B Tech PR

Wireside Communications, a Richmond, VA-based award winning independent public relations agency focused on high tech B2B communications is seeking a SAE to join our agency in our office in Richmond, Virginia. This person will work closely with other senior management to oversee the day-to-day operations of client accounts, develop strategies for launches and ongoing public relations programs, and work closely with team members to execute tactics and produce deliverables as specified in client programs. These programs include: content creation, national media relations, analyst relations, blogger relations, social media, news releases, speaking engagements, awards, industry monitoring and rapid response, writing and ongoing materials development. Additionally, this person will work closely with other senior management to oversee the day-to-day operations of the agency.

Big Picture: SAEs at Wireside help with overall management of the agency, are available to give senior PR counsel to clients and collaborate with their Wireside team to produce client ready tactical deliverables. They have the ability to easily work with Wireside team members and clients who are working online but not in the same office and not on the same time zone. They demonstrate an all hands on deck attitude and collaborate as a team to service Wireside's clients.

Wireside New Business

- Responsible for supporting the new business process
- Developing new business decks, responding to RFPs
- Pitching new business, attending new business meetings
- Strategic thinking, ideas, input on upselling

Wireside Branding: Phase II Social Media and Events

- Executing sponsorship agreements
- Staffing tradeshow Wireside sponsors
- Writing promotional materials
- Production of giveaways
- Writing monthly blog for Fireside, the Wireside blog
- Writing FB posts and Tweets
- Following, friending to grow social media presence
- Identify content for Website and passing to webmaster
- Awards applications
- Strategic thinking, ideas, input

Wireside Activities

- HR: Managing Wireside vendors
- HR: Reviews of junior staff (if any)
- HR: Mentoring junior staff (if any)
- HR: Hiring and managing Wireside interns (if any)
- Finance: Entering time in Function fox
- Technology: Evaluating for purchase
- Technology: Troubleshooting with Chris Subudhi
- Admin: Making travel arrangements
- Admin: setting up meetings, logistics
- Admin: Keeping office clean

Clients: General Description

Tactical Work

- Writing and editing press releases
- Writing and editing pitches
- Writing and editing briefing sheets
- Reviewing PitchEngine (news distribution platform)
- Putting press releases out over the wire
- Pitching, scheduling and staffing interviews between the media, analysts, bloggers and executives – to include trade & business press, international & domestic
- Researching tradeshow, writing speaking abstracts, pitching and securing speaking engagements
- Evaluating media contacts
- Editing blog posts
- Editing bylined articles
- Pitching and securing placement of bylined articles
- Writing and editing bios
- Reviewing YouTube videos

Account Management

- Reviewing client correspondence
- Staffing weekly account calls with the Directors of Marketing, and keeping the work on track
- Writing or editing weekly client report
- Managing the account to budget
- Participating in account reviews, preparing measurement presentations

Strategic Work

- Ability to develop plans and timelines for company launches, product launches, and other client news
- Ability to collaborate with team and client to execute plans and timelines for company launches, product launches, and other client news
- Understanding what the client's needs are and when to get starting on a project and shepherd it through to completion
- Ability to assess client situations and exercise good judgment and make decisions independently
- Ability to identify public relations opportunities or pitfalls and give senior PR counsel to client
- Strategic thinking, ideas, input on measurement, presenting results

Events Work

- Research agenda topics for international events about the Internet
- Researching SMEs and leaders to speak at international events about the Internet
- Identify speakers and panelists based on feedback from client and existing research
- Secure selected speakers and panelists
- Gather photos, biographies, and presentation materials from confirmed speakers
- Organize, staff and provide detailed notes, where requested, for up teleconferences for panel discussion planning
- Communicate event facts (city, venue, room name, date, etc.) to speakers as a group for each event, as provided by client
- Participate in regular conference calls with client to report on progress of events
- Provide regular status reports for conference call meetings
- Update agendas in Google docs in real time

Benefits

The workplace culture at Wireside is reflective of the collaborative spirit of the agency – while the work is fast paced and challenging, the agency ethos is to be supportive and transparent. Wireside offers a comprehensive benefits package to full time employees, which includes: a competitive salary; generous IRA contribution; health insurance; dental insurance; life and long term disability insurance. In addition to 10 paid vacation days and 10 paid holidays per year, Wireside is closed between Christmas Eve and New Year’s Day. Company sponsored happy hours and free lunches are regular events.

Apply!

Please send your resume and cover letter to Kelley Blanchard, Operations Manager, kblanchard@wireside.com. If you have a portfolio, clip book, website, or blog please send that along too! Thank you!