

Wireside Communications
Account Executive, B2B Tech PR

Wireside Communications, a Richmond, VA-based award winning independent public relations agency focused on high tech B2B communications, has an immediate opening for an Account Executive in our office in Richmond, Virginia. We're seeking a person with about three years of experience in public relations; a person that specializes in technology or telecom is ideal. The Account Executive will work closely with junior account executives and account supervisors to manage day-to-day operations of client accounts, 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, Account Executives participate in agency marketing, particularly agency social media marketing, and day-to-day operations of the agency.

We're seeking candidates that are smart, ambitious and hard-working. If you're fed up with agency politics, want to be recognized and rewarded for your excellent results, are eager for more responsibilities, and are far enough along in your career to know how to make the right call for your team and your clients, then we'd be grateful to have you as part of our lean and mean, award winning Wireside Communications team. You'll receive well rounded experience working on high profile, international public relations and events for Fortune Global 50 companies, universities and non-profit organizations. We offer a comprehensive benefits package that includes: a competitive salary; generous IRA contribution; health insurance; dental insurance; and 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.

Wireside Communications was named Small Agency of the Year (Silver) by Bulldog Reporter in the organization's 2013 Stars of PR Awards for Outstanding Achievement by Communications Agencies and Professionals. Wireside Communications' clients are Fortune Global 50 companies, pioneering university laboratories, and global non-profit organizations that advance the Internet's development. For more information on Wireside Communications, please visit: <http://www.wireside.com>.

Responsibilities: Influencers

- Press & Analyst Relations: Pitches, schedules and staffs interviews between the media, analysts, bloggers and client executives; books press tours; identifies appropriate media targets; pitches and secures placement of bylined articles, edits bylined articles; pitches and secures placement of blogs, edits blogs; secures client inclusion in industry analyst reports; secures consistent, high level media coverage for clients; owns media opportunities from start to finish; builds media relationships on behalf of the clients and agency; issues press releases over the wire
- Speaking Engagements & Awards: Identify, recommend, pitch and secure speaking and award opportunities; lead speaking & awards programs
- Content Creation: Excellent writing and editing skills; able to write and edit materials (pitches, talking points, briefing sheets, speaking abstracts, executive biographies, social media, blog posts)
- Internet Research: Conducts, analyzes, and provides sound recommendations based on research

Responsibilities: Internal and Client Teams

- Project Management Skills: Proven ability to manage multiple projects simultaneously; demonstrates a high level of initiative and performs well under pressure; ability to take ownership of projects and see them through to completion; takes accountability for actions; is solutions oriented, resourceful and knows how to prioritize tasks or assignments; demonstrates a high level of organizational skills; meets deadlines; acute attention to detail; confidence and competency in reviewing team deliverables; articulates ideas succinctly and is

comfortable with giving client presentations; able 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; team player

- Client Knowledge: Comprehensive understanding of the high tech industry, as well as deep knowledge about the clients' businesses, and the ability to translate that knowledge into solid PR counsel and results; experience and recent knowledge of cloud, networking, datacenters, Internet infrastructure, Ethernet, storage, security, IPv6, and telecom is ideal
- Client Relations: Attends client meetings, prepares materials for discussion (i.e. account activity report) and recap; prepares client measurement presentations; a key contributor to projects and programs; builds trust with client point of contact and teams; demonstrates professional conduct and demeanor; able to analyze, contextualize, and frame information from various sources, with a view toward development of strategic recommendations
- Account Management: Reviews work of junior account executives including PitchEngine, media lists, coverage reports, etc.; reviews and finalizes materials; displays acute attention to detail for all team deliverables; leads programs as assigned
- Agency Operations: Contributes to agency marketing efforts including awards, social media, blog posts and WordPress updates; participates in new business process; provides input on hiring decisions and annual reviews; trains new employees; mentors junior account executives; represents Wireside well at all times; supports general agency administrative tasks
- Occasional travel may be required

Qualifications

- Bachelor's degree
- 2 - 4 years of public relations or corporate communications experience
- B2B experience is preferred
- Previous agency experience is preferred
- Previous experience in the high tech sector or telecom industry, on the agency or corporate side, is preferred
- Strong media relations experience, established media relationships
- Experienced with social media platforms (Facebook, Twitter, LinkedIn, WordPress)
- Uses standard office technologies such as MS Office, PowerPoint, Internet and online services, Cision, etc.

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.

Other open positions

If you are interested in other positions, we welcome resumes from experienced and talented people for the positions of assistant account executive (1-2 years of experience) and account supervisors (5-7 years of experience).

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!