

Wireside Communications Assistant Account Executive, B2B Tech PR

Wireside Communications, an award-winning independent public relations agency focused on high tech B2B communications, has an immediate opening for an Assistant Account Executive in our office in Richmond, VA. We're seeking candidates with one year of public relations experience, preferably at an agency. The Assistant Account Executive will work closely with the senior team 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 and international media relations, analyst relations, influencer relations, social media, news releases, speaking engagements, awards, industry monitoring and rapid response, writing and ongoing materials development. Additionally, Assistant Account Executives participate in agency marketing, particularly agency social media efforts, and day-to-day operations of the agency.

We're seeking candidates that are smart, ambitious and hard-working. You'll receive well rounded experience working on high profile, international public relations and events for Fortune Global 50 companies, global NGOs and big brands that advance the Internet's development. For more information on Wireside Communications, please visit: <http://www.wireside.com>.

Responsibilities: Influencers

- Press & Analyst Relations: Tracks, analyzes, and summarizes client and industry news and information with thoughtfulness and context; creates clip books; prepares briefing sheets and briefing books; builds and maintains target lists; very good at social media monitoring; begins to pitch interviews, bylined articles, and blogs to the trade press
- Speaker & Awards Programs: Researches speaking opportunities; builds and maintains speaking and awards databases; manages speaking and awards calendar submissions; begins to pitch and secure engagements at industry conferences
- Content Creation: Excellent writing and editing skills; writes and edits materials (pitches, 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: Demonstrates a high level of initiative; performs well under pressure; 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; comfortable working with Wireside team members and clients who are working online but not in the same office and not in the same time zone; team player
- Client Knowledge: Reads trade press and client news to gain understanding of high-tech industry, as well as clients' businesses; watches, listens to and reads national and world news daily; is on top of current events; demonstrates understanding of the larger media landscape, including Internet usage trends and general business trends
- Client Relations: Attends team meetings; demonstrates professional conduct and demeanor; proven ability to prepare client ready email and materials by contextualizing data and information provided by team and client; proven ability to follow discussions over email
- Account Management: Prepares and/or edits monthly reports, weekly agendas; helps prepare activity reports, meeting recaps, and client measurement presentations; reviews work of interns
- Agency Operations: Contributes to agency marketing efforts including awards, social media, blog posts and WordPress updates; participates in new business process; trains interns; represents Wireside well at all times; tracks time; supports general agency administrative tasks
- Occasional travel may be required

Qualifications

- Bachelor's degree
- 1-2 years of public relations or corporate communications experience
- Previous agency experience is preferred
- Experienced with social media platforms (Facebook, Twitter, LinkedIn, Instagram, Wordpress)
- Use standard office technologies such as MS Office, PowerPoint, Internet and online services, Zoom
- Use of standard PR tools such as Cision, TrendKite, Meltwater, Business Wire, HARO, etc.
- Fluency in French or German is a plus, but not required

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 candidates for the positions of account executive (2- 4 years of experience) and account supervisor (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, clipbook, website, or blog please send that along too! Thank you!