



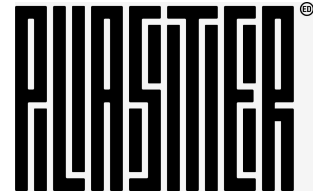
ACCOUNT EXECUTIVE

As an integral part of the Plaster team, an Account Executive position involves working with account teams to support across online and offline media, exhibitions, events and marketing projects. The key focus is building media relations and writing copy, while helping to support the teams with evaluation and helping with day to day client activities.

You're learning fast, you have to in this game, and hungry to develop. No two days will be the same and the tasks will come flooding in. Keep your fingers on the pulse and stay focused on the task in hand. You're a star, we wouldn't hire you otherwise, and your career is just starting; don't rush! Get the job done, do it well and support your team; you'll be managing the world before we know it.

Key activities include:

- Writing press releases and selling in stories to journalists
- Arranging interviews and meetings
- Maintaining the feature lists for selected clients
- Attending client meetings – listening to strategy planning and taking minutes
- Delivering minutes and reporting to clients
- Carrying out photography at events and liaising with clients and journalists on site
- Maintaining the cuttings and calling in coverage for all clients
- Providing monthly evaluations to the clients – through liaison with Account Managers
- Identifying feature, coverage and social media opportunities
- Maintaining social media calendars and taking responsibility for account channels
- Writing blogs, news and website copy – SEO optimised and in line with client's key messages
- Liaising with designers to repurpose and manage design elements of campaigns
- Saving, editing and repurposing photography for media coverage and social
- Researching new media outlets and maintaining press lists



- Brainstorming creative ideas for new and existing clients
- Supporting clients marketing activity on exhibition stands / promotional events

ATTITUDE & MUST HAVE TRAITS:

- A willingness to learn and determination to develop your skill set
- Motivation, driven and a self-starting attitude
- Critical thinking and problem solving to see beyond the task at hand
- Ability to work as part of a team
- Strong organisational and time management
- Clear communication and ability to articulate yourself to a high standard
- A passion for innovative communication across both digital and print platforms

Plaster Profile:

All Plasterers have a voice and we want you to share yours. Have confidence and own everything you do, it will benefit your work and rub off on the team. Try to share your passions with the team on things important to you – maybe organise a social event?