

Please email your resume and cover letter to: careers@bmlpr.com

PLEASE NOTE: This Position is HYBRID - Our team works three days in the office (Monday/Tuesday/Thursday, office is located in Florham Park NJ) and two days at home (Wednesday/Friday)

Account Executive Overview:

A BMLPR Account Executive's role is to execute communications plans for multiple agency clients, while overseeing and mentoring junior team members and managing up to account supervisors and agency's senior management. Daily responsibilities include proactive and reactive media relations, drafting/editing of media materials including pitch memos, press releases, fact sheets and key messages. Account Executives are active participants in all aspects of agency life including knowledge and demonstration of our core values and processes, participating in agency/team meetings, brainstorming/concept ideation and up-to-date knowledge of industry and cultural trends.

General skills:

- Ability to prioritize and multitask with a high level of professionalism
- Command of language both written and verbal
- Strong interpersonal skills
- Resilient

Media skills:

- Proactive pitching via phone or email
- Respond to and fulfill inbound media requests
- Build and maintain relationships with outlets key to clients
- Knowledge and interest in media relevant to clients

Writing skills:

- Prepare media alerts and press releases
- Draft pitch memos
- Draft client correspondence (placement emails, media requests, updates, reports)
- Copywriting
- Draft agency case studies

- Prepare award entries
- Draft conference call agendas/recaps

Program Development:

- Misc. research
- Facilitate and participate in brainstorming
- Contribute to the development of client scopes

Client correspondence:

- Strong written/verbal communications
- Participate in/lead conference calls
- Presentation skills
- Forward-thinking - what is down the pipeline that needs to be considered, acted upon and planned

Administrative:

- Media list maintenance
- Media tracker maintenance
- Maintain organized client folders on server
- Time tracking
- Strong working knowledge of Muck Rack, TVEyes, Lexis-Nexis
- Accurate tracking of hours in Timesheets
- Onsite event support

GET TO KNOW US:

BML Public Relations specializes in a variety of PR services, including brand management, media relations, events and promotions, product launches, social media, cause marketing, crisis communications and more. Our hardworking, fun, scrappy and easy-to-work-with team of PR pros provides big-thinking strategy, unparalleled creativity and amazing results for all of our clients. Our diverse client base ranges from emerging companies to established brands, spanning from Coast to Coast.

No Sunday scaries here. Our team brings their A-game, kicks ass and lives a life outside of the office. We've created an environment WE want to come to on a daily basis. Our team enjoys a hybrid work schedule (three days in the office, two days at home) and half-day Fridays YEAR-ROUND, in addition to summer Fridays, generous PTO, sick days and holidays off (yes, that INCLUDES Super Bowl Monday).

Visit us at www.bmlpr.com for more information.