

Senior Account Executive – Join a Growing Active Lifestyle PR Agency in Downtown Boulder

Founded in 2009, ECHOS Brand Communications is a growing PR agency with clients in the active lifestyle, outdoor, and consumer tech areas. The agency has an opportunity for a mid-level public relations professional with a proven history of securing media coverage to join our team in Boulder, Colorado, as Senior Account Executive.

The candidate will bring 3-6 years of media relations experience, ideally in an agency setting, have established relationships with lifestyle media, and be able to show recent media placements in lifestyle media publications.

We're looking for someone who can juggle multiple priorities, media relationships, meet deadlines and drive projects forward. The best candidates will bring a good sense of humor, and the ability to quickly build rapport with colleagues and clients.

Overall Responsibilities

A client-facing role, the Senior Account Executive will be responsible for the success of multiple active lifestyle client accounts, including account strategy, planning and execution, and working closely with account executives and interns to support the success of our clients.

The candidate will have a deep understanding of the media landscape, pitching, experience organizing and executing media tours and media events, developing client presentations and have excellent writing skills. Success in the Senior Account Executive role requires extreme attention to detail, ability to hit the ground running, and be ready to professionally represent the agency at client meetings and at industry and media events.

Day-to-Day Responsibilities

Coming up with creative pitch angles and building or directing the build of campaigns to support them

Handling media outreach and weekly consumer product launches

Oversight of project management software, adding, updating and checking in on tasks for account executives, interns as well as team members in our San Francisco, Portland and Raleigh offices, as necessary

Scheduling and leading or playing a key role in client calls and internal account team meetings

Updating supervisor on account status, planning and needs

Overseeing monthly reporting

Organizing media events and representing the agency at events and tradeshow

Managing or supporting the design and execution of influencer programs

Required Qualifications

3-6 years of PR experience in an agency setting or equivalent experience with agency model

Excellent writing, editing, and proofreading skills

Ability to work in a fast-growing, dynamic environment
Professionally driven to build relationships on our clients' behalf
Positive, confident, and personable
Sharp eye for detail in all internal and external communications
Excellent time management - ability to prioritize with flexibility
Creative thinker able to think on your feet and solve problems, keeping calm under pressure
Savvy with technology, apps and software, including Mac, Google Drive, MS Office Suite, Apple
Keynote
Knowledge of and interest in active and outdoor lifestyle and consumer products

To apply, please send resume and cover letter telling us why you'd rock as a member of the
ECHOS team to matt at echoscomm dot com.
No calls please.