

Brand, Account Executive, New York

The Lede Company Brand Account Executive will execute brand priorities for clients in the fashion, lifestyle and/or CPG sector. They will generate media outreach which will lead to communications/media awareness in the form of placements (long/short lead), social communications, influencer engagement on behalf of clients and supporting product specific launches/events for clients with high-level PR tactics. The account executive is responsible for multi-tasking 8-10+ clients and working cross-functionally across team members and closely with the brand team to ensure alignment on key initiatives and activities aimed at meeting/exceeding lead and communications targets.

The Brand Account Executive reports to the Co-CEO/head of the brand department.

ROLES & RESPONSIBILITIES

- Consistently pitch and secure media coverage on behalf of clients on a local, regional, national and international level
- Write, proof and edit a variety of PR and marketing materials, while contributing as a core team member on client accounts
- Help develop compelling stories and draft compelling narratives on behalf of clients
- Oversees assistants to review client agendas, recap reports and clips
- Lead client programs and campaigns from planning to execution within the specified budget
- Pull and collaborate with different divisions across the agency to ensure the client is getting access to the agency's network-wide expertise
- Deliver strong media coverage consistently producing high quality internal and external communications content
- Have strong connections with leading and emerging editorial talents globally
- Achieve exceptional outcomes for current clients and manage an extended portfolio ensuring consistency of service is delivered in line with company policy
- Develop press relationships and manage contacts with key commentators, industry spokes people and sector influencers

SKILLS, EXPERIENCE & KNOWLEDGE

- 2-4 years of PR agency experience
- Proven track record of success landing media placements
- Keen networker and adept at building relationships with key influencers and industry spokespeople
- Proven ability to present complex industry information to target audiences
- Expertise at handling a range of media to place products, grow brands or pitch for new customers
- Excellent project management skills with strong organizational and planning skills
- Exceptional written, verbal and presentation skills
- Outstanding interpersonal skills
- Strong negotiation and delegation skills
- Business acumen with the ability to communicate across departments and represent PR within the business

PERSONAL & LEADERSHIP QUALITIES

- High energy, enthusiastic individual with a passion for communications and PR
- Results orientated
- Strong project management skills, ability to multitask, excellent time management and organization
- Outstanding written and oral communications abilities; including the abilities to elicit information, actively listen, dialogue freely, verbalize ideas effectively, highly comfortable public speaker
- Must be able to understand complex communications issues, find creative ways to solve problems, and make sound decisions that benefit the company
- Thrive in a fast-paced environment
- Exceptional relationship building skills, collaborative, able to work well with others
- Comfortable in a start-up environment
- Some travel may be required on behalf of clients: 15-20%

REQUIREMENTS

BS in relevant field

The logo for LEDE, featuring the word "LEDE" in white, uppercase, sans-serif font, centered within a solid black rectangular box.

THE LEDE COMPANY