

ACCOUNT MANAGER

Ημ/νια:16/6/16 Μέσο: BUSINESS TODAY Σελίδα: 4



TO WORK AT A BOUTIQUE PR AGENCY, OFFERING A TAILOR-MADE COMMUNICATION APPROACH TO CLIENTS.

ACCOUNT MANAGER

KEY RESPONSIBILITIES:

- Management of agency's key accounts for international clients
- Day to day client handling & third parties' coordination
- Lead the projects, ensuring the implementation and delivery
- Develop opportunities for growing existing business within current clients
- Respond to new briefs, research and develop plans, mechanics, creative documents, budgets and presentations

AMONG OTHERS, THE CANDIDATE WILL BE INVOLVED IN:

- Maintain and develop the media relations
- Supervise the update and management of media / client lists
- Supervise publicity monitoring and reporting
- Supervise social media monitoring
- Social media content creation
- Planning and execution of events
- Writing (press releases, interviews, newsletters, brochures, editorials, websites, etc.)
- Management and handling of media plans (editorials, advertisements, etc.)
- Planning and execution of promotional activities

QUALIFICATIONS NEEDED:

- Higher level of education in Public Relations and Communications (Post graduate studies will be assessed but are not a prerequisite)
- Fluency in both Greek and English language (excellent writing skills are mandatory for both languages)
- 3-4 years successful experience in account handling within an agency environment
- High communication & presentation skills (both verbal & written)
- Creative mind, technology friendly
- Ability to multitask and to prioritize effectively
- Excellent project management, keen eye for detail
- Proactive and confident, ability to work under pressure
- Very good understanding of event management and social media
- Team player

The company offers a competitive remuneration package and great opportunities for professional development.

ACCOUNT EXECUTIVE

AMONG OTHERS, THE CANDIDATE WILL BE INVOLVED IN:

- Maintain and develop the media relations
- Maintain, update and manage media/ client lists
- Publicity monitoring and reporting
- Social media monitoring
- Social media content creation
- Planning and execution of events
- Writing (press releases, interviews, newsletters, brochures, editorials, websites, etc.)
- Handling the execution of media plans (editorials, advertisements, etc.)

QUALIFICATIONS NEEDED:

- Higher level of education in Public Relations and Communications (Post graduate studies will be assessed but are not a prerequisite)
- Fluency in both Greek and English language (excellent writing skills are mandatory for both languages)
- 1 year of successful experience in account handling within an agency environment
- High communication (both verbal & written)
- Creative mind, technology friendly
- Ability to multitask and to prioritize effectively
- Proactive and confident, ability to work under pressure
- Prior experience in project management for events
- Good understanding of the social media scene
- Team player

Please address your CVs at: repprak@gmail.com