

BRANDSTYLE

C O M M U N I C A T I O N S

BRANDSTYLE COMMUNICATIONS | ACCOUNT DIRECTOR

About Brandstyle Communications

Brandstyle is a globally recognized PR agency shaping dynamic Brands, Companies, Founders and Entrepreneurs through integrated communications – Earned Media, Social Media and other strategic activities that drive Exposure and Awareness. Our Clients range from vigorous startups to Fortune 500's in Consumer and Technology. We've launched many category disruptors, handled high-profile strategic acquisitions, scaled unicorn brands since launch and won a range of industry awards for our work and our culture.

Beginning with a clear and deep understanding of a brand's goals, its purpose, and promise, we specialize in shaping storylines and designing narratives that continuously generate and sustain social media celebration, needle-moving press coverage and activities that drive growth and evolve business. With principles of Urgency, Creativity, Spirit and Solutions, Brandstyle is not just a PR agency – we are a team that works together, dedicated to delivering consistent, top-tier service to our Clients!

Assuming the role of an Account Director at Brandstyle means you are stepping into a leadership position in which you are able to present creative ideas and see them come to fruition. Not only are you a respected team member with a point of view, you are able to make decisions on behalf of your clients. Join our team and show us what you can do!

General Job Description

Ideal candidate has 8 years experience

Candidate handles client relations, identifies and secures press opportunities, and delivers consistent earned media coverage. Candidate must have excellent leadership skills with a proven track record of managing a team, showcasing proof points of instilling accountability. Must have time management and prioritization skills and be able to lead multiple accounts at the same time with strong delegation abilities. Simultaneously, candidate must be capable of executing multiple deliverables in a fast-paced environment.

Areas of Responsibility Include:

- Day-to-day account point person, leading client meetings and calls with a distinct point of view
- Lead team in seasonal strategies and tactics, providing clear deadlines, accountability and check-in moments
- Develop strong messaging angles for pitches and press releases
- Pitch a range of media with the goal of press coverage, both larger brand / feature stories and product placement (when required)
- Review and final approval of client deliverables (sent to client by Account Executive):
 - Weekly updates
 - Call agendas & recaps
 - Monthly reports
- Approve Master Marketing & Editorial calendar
- Facilitate new client on-boarding process including approval of on-boarding kit, ensuring kick off meeting with client is set by Account Executive

- Brainstorm fresh ideas for client PR campaigns, including strategic partnerships
- Attend client events and relevant industry events

What is Expected From Me in My Role?

- Have complete understanding of client messaging and brand, in order to thoughtfully represent accounts day-to-day
- Lead and execute daily pitching efforts, on behalf of individual clients
- Firm understanding of how workstreams must be delegated to team members (i.e. Account Managers / Executives / Coordinators)
- Ability to multitask and prioritize work for account team to ensure efficiencies
- Understand and Drive Brandstyle's key pillars of Urgency, Creativity, Spirit and Solutions
- Provide proactive, consistent status updates to VP
- Excellent research and writing skills to craft relevant pitches for a range of media
- Strong network of contacts with media; spend time networking with press and KOLs (key opinion leaders) outside of Brandstyle as much as possible
- Diligent attention to detail and organizational skills