

BRANDSTYLE

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

BRANDSTYLE COMMUNICATIONS | ACCOUNT SUPERVISOR

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 Supervisor at Brandstyle means 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 impact decisions made on behalf of your clients. Join our team and show us what you can do!

General Job Description

Ideal candidate has 4-5 years experience

Candidate supports client relations, identifies and secures press opportunities, and delivers consistent earned media coverage. Candidate must have excellent leadership, time management and prioritization skills; must be able to work on multiple accounts at the same time with strong delegation abilities. Simultaneously, candidate must be capable of executing multiple deliverables and meeting deadlines without constant follow up.

Areas of Responsibility Include:

- Support Account Director on day-to-day client efforts, including meetings and calls
- Support Account Director in crafting and implementing seasonal strategies
- 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)
- Guide supporting staff (Account Manager/Coordinator/Executive) on all client facing materials, reports and activations
- Review client deliverables (sent to client by Account Executive):
 - Weekly updates
 - Call agendas & recaps
 - Monthly reports
- Review Master Marketing & Editorial calendar
- Review new client on-boarding kit, drafted 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
- Carve out dedicated time each day for pitching efforts, on behalf of individual clients
- Firm understanding of what should be delegated to team members (i.e. Account Managers / Executives / Coordinators) with consistent follow up
- Ability to multitask and prioritize work for account team to ensure efficiencies
- Immediate acknowledgement of client emails / phone calls, to uphold client service pillar of Brandstyle's company ethos
- Provide proactive status updates to Account Director and VP on a regular basis
- 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