

# BRANDSTYLE

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

## **TITLE: Account Director, Tech**

### **REQUIREMENTS:**

- Seven (7) years working with clients in the tech space - experience in the retail, logistics, robotics and design categories a plus
- Must have PR agency background, or relevant in-house experience
- Proven network of a broad range of earned media relationships (online, broadcast, radio and podcast)
- Strong research, writing and editing skills

BRANDSTYLE COMMUNICATIONS is an award-winning NY-based PR agency. Our mission is to understand and bring to life the mission and vision of Brands, Companies, Founders and Entrepreneurs in the most relevant ways possible. Our Principles of Urgency, Creativity, Spirit and Solutions not only represent what we value as an agency, but how we show up for ourselves, for each other and our clients.

We are looking for an Account Director - Tech to join our growing Technology practice. The ideal candidate will need to operate with a high degree of independence, proactively leading and managing a range of accounts in a fast-paced environment. This role requires quick strategic thinking and the ability to execute multiple, KPI-focused deliverables with confidence.

### Responsibilities include:

- Serve as day-to-day account point person across multiple clients across the technology division
- Lead client calls and meetings
- Create and execute integrated communications strategies on behalf of clients, inclusive of earned media, contributed content, events and awards opportunities
- Proactively pitch media contacts to secure brand and state of the industry features amongst consumer and trade media – with a focus on technology, retail and innovation pieces
- Foster and maintain active relationships with key media contacts to drive results
- Draft and edit PR materials on behalf of clients, including press releases, award submissions, contributed articles, media briefs, speaking opportunity abstracts and interviews
- Oversee all client deliverables, regularly marketing back work both externally and internally in the form of call agendas, call recaps, and monthly reports with actionable next steps
- Support client events inclusive of programming, in addition to securing and managing press appointments and interviews on-site
- Participate in new business efforts, working closely with Brandstyle leadership to create new client proposals and participate in pitch meetings
- Proactively anticipates and address client needs in an appropriate manner
- Effectively communicate with Brandstyle leadership – sharing account updates and happenings on a consistent basis
- Proactively provide internal feedback on how we can improve the agency's success through optimized customer engagement and process improvements

**CONTACT: [careers@brandstylecommunications.com](mailto:careers@brandstylecommunications.com)**