

TITLE: Account Director, B2B

The mission of BRANDSTYLE COMMUNICATIONS is to understand and bring to life the mission and vision of Brands, Companies, Founders and Entrepreneurs in the most culturally relevant ways possible. Our company is expanding through a growing reputation for best-in-class results and exceptional client service. We're adding new staff, raising the expectations of our existing team and radically shifting our culture.

We're searching for candidates who embody our Principles of Urgency, Creativity, Spirit and Solutions - you'll play a direct role in our agency's success through your ideas, your drive and your ability to always find the story.

The Account Director, B2B presents a fantastic opportunity to become a leader in our award-winning, fast-growing Technology practice. This position offers the dynamic role of becoming a true extension of your client's Teams managing a range of tech companies to accomplish great things together. Apply your strategic thinking, your top-tier media relationships, your excellent writing skills, your confidence and reap the rewards!

REQUIREMENTS:

- Seven (7) years working with clients in the technology space - experience in retail, logistics, robotics and innovation 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

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