



Experienced Public Relations Account Executive

Merlot Marketing is a national, award-winning, full-service agency specializing in branding, public relations, social media, advertising, and media planning and buying. We are proud of our creative achievements, successful PR campaigns and client growth and are looking for an experienced **PR.0 Account Executive** to contribute to our continued success.

We don't do PR; we do PR.0™

Social media has revolutionized PR in an amazing way. We understand that our clients' brands exist in an ever-changing digital age – and we embrace it, leverage it, and use it to their advantage. With PR.0™, we look to our team to integrate public relations and social media in ways that garner more impressions, build more authentic relationships and engage more deeply with the media on our clients' behalf.

KEY AREAS OF RESPONSIBILITY: PR.0 Account Executive

- Spearhead day-to-day operations of client PR programs, promotions and projects
- Represent agency in client meetings/presentations and new business pitches
- Communicate agency philosophy to clients – perform to agency standards
- Cultivate client relationships and value by communicating clearly, concisely, effectively and being proactive, not reactive to agency and client needs
- Add value to clients by recommending creative ideas, strategies and solutions that excite the client and contribute to the growth and success of the client's business
- Help drive and monitor overall public relations strategy while understanding how PR enhances the overall marketing program
- Develop and spearhead PR strategies and tactics
- Communicate client's strategic needs thoroughly and effectively to key departments when applicable: creative, media, events/promotions
- Work with internal departments to ensure the delivery of projects and programs that are actionable and measurable
- Set appropriate expectations and timelines both internally and externally
- Create and coordinate client project budgets and billing of projects, programs and schedules
- Generate strategic and creative ideas for promotional programs
- Work with account team to develop and initiate any media strategies and/or added-value that support the PR program
- Coordinate projects and campaigns seamlessly by working with creative and media, production, Web and supplier teams to facilitate the development and execution of key projects pertaining to client goals.
- Analyze overall marketing needs based on in-depth knowledge of the clients' product(s)/service and industry(ies)
- Consistently hit deadlines or give enough notice if you won't





QUALIFICATIONS + REQUIREMENTS:

- Minimum 4+ years PR AGENCY experience preferred
- A clear understanding of Web 2.0 (social media/content marketing), not only from an observer standpoint but as a participant.
- BA or BS in public relations or communications field
- Proven ability to accept responsibility and follow through on all assignments and responsibilities
- Exceptional writing and communication skills
- In-depth knowledge of traditional and digital media channels, including the role of social media in public relations
- Proficient with computer programs needed to execute the job functions effectively
- Understand and ability to develop marketing strategies

Location/Travel:

This is a full-time position, working in our Sacramento, CA headquarters. Additional travel may be required for client meetings, media engagements and industry conferences.

This position includes health benefits and 401k profit sharing with a lot of potential for advancement within the company. Salary dependent upon experience. Qualified candidates please email a resume, cover letter and salary requirements to Brenda Forman at brenda@merlotmarketing.com.

Be sure to write **PR.0 Account Executive** in the Subject Line. Equal Opportunity Employer.

