



## Job Description for Marketing Account Manager / Executive Hybrid/Full Time

### + Anglin Public Relations +

is a [marketing and PR firm in Oklahoma City](#) that specializes in communication strategy and implementation. The firm provides services ranging from strategic planning to customer, community and media outreach.

### + About our Culture +

We are high-performing professionals who take a collaborative and thoughtful approach to helping clients. Communication is key. Members of our team should be experienced in digging deep into client projects, think and work creatively to achieve results and thrive in a team environment. We enjoy our work, value our colleagues' expertise and are eager to grow. Anglin PR is committed to equity in our hiring process and we welcome applicants of varied backgrounds who meet the below qualifications.

### + The Job +

Anglin PR is hiring an account manager / executive to participate in the research, planning, implementation and evaluation of client programs. This team member will have between 3 and 6 years of marketing and PR experience with a specialty in strategy, project management and writing.

The [Account Manager / Executive](#) is a knowledgeable and experienced professional who will lead the research, planning, implementation and evaluation of client projects. The AE will lead multiple client accounts, with responsibility to meet with clients, determine needs, develop solutions, plans and programs to meet those needs. The account manager/executive will oversee the creation of all communications tools, outreach, events and activities to satisfy client goals. They are responsible for implementation as well as supporting, guiding and improving the work of junior associates and subcontractors. Internally, the AE will play a leadership role in mentoring, business development and executing organizational strategy.

### The Skills

- + Strategy and messaging
- + Writing and editing
- + Digital experience: web, social, analytics and SEO
- + Research
- + Project management
- + Mentoring

### The Responsibilities

- + Understand clients' needs and objectives and advise clients on communication goals and strategy.
- + Keep in regular contact with clients to discuss campaigns, provide status reports, discuss needs and assess progress.

- + Lead teams to plan, create and manage:
  - Research and strategic marketing plans
  - Organic and paid social and digital advertising content and analytics
  - Website creation and updates
  - Media relations: news pitches, news conferences, opinion pieces for local and regional media
  - Electronic newsletters: content, graphics, distribution lists and analytics
  - Develop relationships with businesses, groups, non-profits, schools and elected officials to further client goals
- + Create timelines and budgets for client campaigns.
- + Work with the team on development and training.
- + Identify and cultivate business development for continued growth of the company.
- + Attend community events to develop relationships and publicly speak on behalf of our clients and the firm.

## Requirements

- + Bachelor's or higher degree.
- + 3-6 years of experience in marketing and communications, especially using digital and social tools.
- + Strong writing skills.
- + Previous project management experience.
- + Strong interpersonal and relationship building skills, experience in dealing with multiple and diverse stakeholders.
- + Working knowledge of digital tools, including: Google Analytics, web creation, social media scheduling and monitoring and email marketing.
- + Preferred experience with social and digital ad serving tools, Facebook Ads Manager and Google Ads.
- + Previous agency experience is a plus.
- + Must be available at least 40 hours a week and to work in person at Anglin PR's Oklahoma City office at least 3 days per week (post-pandemic). We allow some work-from-home scheduling.
- + Pay range for this position is \$45,000 - \$65,000, depending on experience. Please state salary requirements in your cover letter.

+ **Please submit a resume with writing samples to:** +

Anglin Public Relations

[jobs@AnglinPR.com](mailto:jobs@AnglinPR.com)

*no phone calls please.*