



Position: Senior Account Executive (Business-to-Business)

We are looking for an energetic, entrepreneurial-minded B2B communications/PR professional who is well-versed on the ins and outs of the agency environment. This person will have deep experience with business-to-business clients and industries.

At Full Tilt, we are dedicated to workplace practices that support both work and personal needs and the alignment between the two. We are based in Historic Roswell and, as a team, love to enjoy all the area offers. We offer competitive salaries, benefits, generous PTO, and hybrid work model. Our client partners include an interesting and eclectic mix of industries, company sizes, and locations – one of the true benefits of an agency environment.

This position is client facing and the person who joins us will be an active participant in the day-to-day operations of our firm. The ideal candidate with previous agency experience needs to be able to work in a fast-paced and dynamic environment, enjoy participating actively in every step of the process, work within determined timelines, and collaborate with a group of smart, fun, and creative colleagues.

Key Responsibilities

- Help lead the development of program strategies and plans for clients, including researching current trends in client industries to keep ideas and content fresh and relevant.
- Contribute creative campaign ideas and write bylined articles, blog posts, social media content, email marketing, and other appropriate communication.
- Lead day-to-day account management and discussions during client meetings and conference calls.
- Prepare account service-related documents such as meeting agendas and reports, program proposals, and other client communications and correspondence.
- Lead the development of media and external-facing content. Work with our designers and digital team to optimize content look & feel.
- Strategize media stories that meet different editorial interests and align with client goals.
- Partner with our Director of Media Relations on pitching media and interview logistics; respond to requests for information from the media in a timely manner.
- Develop client reports of activities and results that demonstrate the progress of the external communications program in an easy-to-digest format.
- Have ownership of monitoring client industry trends, reviewing publications, and some media relations support.
- Work with our interns to teach these processes and then manage their output related to these functions.
- Build knowledge base of client and industry experience to identify opportunities for further promoting those businesses.
- Continually learn various aspects of marketing and communications disciplines. Work with your supervisor and the firm's president to regularly identify your professional development goals and outcomes.

Skillset Requirements

- Excellent at business writing and proofreading according to AP Style.
- Strong communications, presentation, interpersonal and analytical skills.
- Proven success designing and executing B2B marketing communications strategies and campaigns that deliver measurable results and meet brand objectives.
- Ability to craft stories and releases that get interest and secure media coverage with print and online media.
- Affinity for technical or specialized subject matter and ability to interview subject matter experts to create bylined content.
- Deadline-oriented, inquisitive, tenacious, with great follow-up and reporting skills.
- Great multitasker and capable of simultaneously managing multiple projects with different deadlines.
- Ability to meet deadlines and deliver high-quality work on schedule.
- Capable of working well as part of a team as well as independently.
- Excellent organizational skills and attention to detail.
- Proficient computer skills, including experience with Microsoft Office Suite.

Experience & Education

- 5-8 years-of relevant communications experience at a public relations mar/comms agency required.
- Bachelor's degree preferably in Communications, Business/Marketing, Journalism, English, Public Relations, or related field required.
- Excellent business writing proficiency and experience in successfully pitching media – business and trade press.
- Compensation is based on a range of factors that include relevant experience, knowledge, skills, and other job-related qualifications.

To apply, visit <https://fulltiltconsulting.com/about/join-our-team/> to submit your resume, LinkedIn profile link and two writing samples. You can learn more about us at FullTiltConsulting.com and any of our social media channels.

This job specification should not imply that these requirements are the exclusive performance standards for the position. Individuals will follow any other instructions, and perform any other related duties as required.

Full Tilt is an equal opportunity employer. We do not discriminate in any aspect of employment against any person on account of race, creed, color, religion, national origin, ancestry, sex, sexual orientation, gender identity and expression, disability, disabled veteran, veteran of the Vietnam era or other eligible veteran, age, marital status, veteran status, or physical or mental handicap unrelated in nature and extent to an individual's ability to perform a job or any other characteristic protected by the employment discrimination laws in any state or political subdivision in which Full Tilt Consulting does business.