

## Job Posting | Public Communications Inc.



**Job Title:** Senior Account Executive, Wildlife Conservation and Care Communications

**Salary:** \$60,000

**Classification:** Non-Exempt

**Work Location:** Hybrid (Works both in the office 1 to 2 days a week and remotely with some on-site at clients and events as determined by supervisor)

**Office Location:** 161 N. Clark St., Suite 2050, Chicago, IL 60601

### **About PCI:**

Public Communications Inc. (PCI) excels as a national communications agency driven by a purpose – to make a positive difference for our clients and community. More than 60 years after our founding, we remain proudly independent and focused on providing results-oriented, measurable communications services. Our experienced 30-member team includes senior counselors, strategists, media relations experts, digital strategists, writers, and planners. We are based in Chicago and extend our reach across the United States and globally to help clients meet their goals through strategic planning, creativity, and collaboration.

### **Summary of Role:**

We are seeking a communications professional passionate about animal well-being and nature conservation. The Senior Account Executive (SAE) is responsible for leading and managing the execution of client campaigns and providing strategic guidance. This role involves building strong client relationships, developing comprehensive public relations strategies, managing teams, and ensuring the successful delivery of results. The SAE serves as a mentor to junior team members and contributes to new business development efforts.

We are looking for someone who is passionate and excited about implementing PCI's vision and that of its clients in this role.

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### Specific Responsibilities:

- Lead the development and implementation of PR campaigns and strategies for assigned clients.
- Act as the main point of contact for clients, ensuring clear and consistent communication.
- Build and nurture relationships with media outlets, journalists, and influencers to secure high-impact placements.
- Develop high-quality written content, including press releases, media kits, bylined articles, and digital content.
- Analyze campaign performance data and provide insights and recommendations for future strategies.
- Manage multiple client accounts, ensuring timely delivery of all projects and campaigns.
- Mentor and provide guidance to Account Executives and Assistant Account Executives.
- Participate in and contribute to new business pitches, including proposal development and presentation.
- Collaborate with senior leadership on account planning and team strategy.
- Other duties as assigned.

### Experience and Skills Requirements:

- 4+ years of communications or public relations experience.
- Leadership and mentoring abilities, strategic thinking, advanced media relations skills, strong project management capabilities.
- Familiarity with AP style and writing for news media.

### Experience and Skills Preferred:

- Agency experience with a focus on strategic campaign development.
- Experience working in media relations.
- Previous experience working in a public relations agency or in-house at a Conservation organization is a plus.

### Educational/Certification Requirements:

- Bachelor's degree in communications, public relations, marketing, journalism or related fields.

### Educational/Certification Preferred:

- Advanced degree/coursework welcome.

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### Computer Program/Resource Requirements:

- Microsoft Office Suite
- Adobe Acrobat Reader
- Zoom

### Computer Program/Resource Preferred:

- PR tools such as Cision, MuckRack, Critical Mention, Meltwater, TV Eyes, PR Newswire, BusinessWire or similar platforms
- Project management tools such as Monday.com, Asana or similar platforms
- AI tools such as ChatGPT, Grammarly, Perplexity AI, Jasper AI or similar platforms
- BigTime
- Nexonia
- Slack

### Physical/Driving Requirements:

- Valid driver's license
- Must be able to lift 25 lbs.

### Travel Requirements:

- Some travel for client events some of the time

### Language Requirements:

- English (Fluent) - Spoken and Written

### Disclaimer:

PCI is employment at will. This means the employee or employer may terminate the relationship at any time without reason or cause.

PCI is an Equal Opportunity Employer and therefore does not discriminate based on race, color, religion, sex, national origin, ancestry, citizenship status, age, marital status, physical or mental handicap, military service, or unfavorable military discharge.