



## Public Relations Account Executive

### Position Overview

Our client, **FACTEUR PR**, headquartered in Cincinnati, OH, is a renowned boutique PR and marketing studio specializing in lifestyle brands in search of a Public Relations Account Executive. As advocates for positive change, FACTEUR PR serves clients around the world at every stage of growth, united by the goal of authentically elevating their businesses into inspiring brands.

As an **Account Executive**, you will have the luxury of working remotely while playing a pivotal role in securing impactful coverage and collaborations across various mediums, including broadcast, print, digital, and partnerships. You'll provide crucial day-to-day support in planning, developing, and executing PR campaigns, encompassing media and influencer relations, partnerships, and events. The ideal candidate will be a proactive self-starter capable of managing multiple tasks, prioritizing work, and thriving under tight deadlines while achieving outstanding results for our clients.

The ideal Account Executive is driven and passionate about excelling in PR, deeply committed to the success of both the agency and its clients. If this resonates with you, let's chat!

### Key Responsibilities

- Develop and execute innovative public relations campaigns and outreach strategies for FACTEUR PR's beauty, home, and wellness clientele.
- Craft compelling press materials such as pitches, press kits, and press releases while managing media contact databases in collaboration with interns.
- Conduct outreach on behalf of agency clients to various media platforms including print, broadcast, digital, and influencer and celebrity, as well as strategic partners.
- Act as the primary liaison with key media contacts, providing support for client media training and preparation.
- Regularly compile media research, industry trends, and competitive brand audits to inform PR strategies.
- Coordinate and oversee both in-person and virtual media events, ensuring successful planning and staffing.
- Secure impactful press coverage to enhance client visibility and brand recognition.
- Maintain strict adherence to deadlines and project timelines for both internal and external initiatives.
- Demonstrate strong client-facing skills and provide exceptional service to meet client needs and expectations.

### Requirements

- Minimum of three years of agency experience and/or a portfolio demonstrating past earned media coverage, public relations initiatives, or writing samples.
- Degree in communications, journalism, public relations, marketing, or a related field.
- Demonstrates a high degree of familiarity with lifestyle media, influencer relations, social media, and their intersection.
- Must have access to a personal computer, smartphone, high-speed internet, and reliable transportation for events (up to 10% travel is required).
- Proficiency in software such as Muck Rack, Cision, Agility, media databases, Canva, and/or Google Suite.
- Exhibits excellent writing, editing, and interpersonal skills & project management experience.

### Desired Attributes

- Self-motivated, disciplined, detail-oriented, and proactive.
- Possesses an analytical mindset with strong problem-solving skills.
- Demonstrates excellent written and verbal communication skills.
- Displays a willingness to adapt to new challenges and a commitment to continuous learning.

**Important to Note**

Benefits package includes retirement, healthcare, dental, and vision plans, alongside generous vacation and PTO allowances, including a one-week company-wide vacation period between Christmas and New Year's. Benefit from monthly technology credits, an annual professional development stipend, and a year-end merit bonus.

A Slice of HR is working with this client on a retained search basis. If you meet the qualifications and want to join this team of talented individuals, please send your resume to **Tiesha@asliceofhr.com**.