

Headstand Role

Senior Account Executive, PR

Why Headstand:

Headstand is turning the traditional agency model on its head. A new breed of startup, we believe that free-thinkers and boundary-pushers solve the big challenges and change the world along the way. We have thrown out the templated approaches when it comes to client service and agency culture. Therefore, we have established Headstand as the ideal home for professionals who like to think big and see their ideas come to life and contribute in a variety of ways that make for happy clients and engaged co-workers.

Ideal candidates are excited to be a part of a small agency with global reach. As a start-up agency, a successful candidate will be comfortable wearing multiple hats and will embrace opportunities to lead agency initiatives that have a meaningful and lasting impact on the agency. They can also be described as entrepreneurial, positive, big/creative thinkers and unafraid to share their voice and ideas in all types of situations.

About the Role:

Headstand is seeking a Senior Account Executive to work closely with and maintain high-level business, trade and/or consumer media and influencer contacts. You will act as the account lead on smaller pieces of business and/or to lead individual portions of larger pieces of business.

You are the heart of a successful account. Part media relations expert, part strategic thinker and part client hand-holder, SAEs are responsible for assisting with all aspects of an account. You will begin to straddle both the account work (media relations, pitch development and conference work) and the strategic elements (plan development, client counsel, etc. A proven track record with media is a must, as clients should view an SAE as the go-to when it comes to reporter beats and interests as well as trendspotting and newsjacking.

Responsibilities will include

- Serves as an expert on client, competitive environment and related subjects
- Maintains regular client contact, both verbal and written, across a range of accounts
- Actively pursues media to secure press results; networks and builds relationship with key media
- Develops story angles, both planned and proactive
- Oversees development and implementation of account strategy, delegating appropriate assignments to teams and jumping in on tactics
- Begins developing skills outside of traditional media, including integrated campaigns, social media, influencer work, etc.
- Works with account manager or director to forecast account budgets and monitor team hours throughout the month

- Works with account managers and directors to develop big picture skills vis-à-vis strategic planning, client development, integrated campaigns, social media, etc.
- Responsible for developing solid first drafts of creative and strategic client and new business plans Writes and/or edits materials with keen eye, providing near-final copy for review to his/her AM or Director
- Participates in Headstand initiatives, which could range from new business, agency marketing and social media, and more
- Actively markets the firm through participation at industry events
- Promotes and upholds Headstands' core values

About You:

- 4+ years of public relations, marketing or related experience
- Strong media relations experience with proven industry relationships
- Excellent writing skills who is able to meet deadlines and manage up in terms of workload
- A strategic thinker who works well under pressure
- A self-starter who demonstrates strong management potential and interest
- Positive attitude who is a self-starter and detail-oriented with work and clients
- BA or BS in related field

Shoot us a note at careers@headstandgroup.com – we'd love to read your elevator pitch