

Public Relations Senior Account Executive - RKPR

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Company: FINN Partners

Location: New York

Category: other-general

Public Relations Senior Account Executive, RKPR - NY Office

LOCATION: This position is located in our NYC Office. ~~Qualified~~ current NYC metropolitan area residents who will work a hybrid schedule (partly in office/remaining ~~partly in office~~ schedule is based on client and team needs).

Our NY Rachel Kay PR Practice is looking for a talented Public Relations Senior Account Executive (SAE) with 4 years of prior PR work experience with consumer client public relations. Our group works on lifestyle brands across healthy food and beverage, wellness lifestyle sectors, and technology and lifestyle clients. We're looking for an experienced SAE to join our expanding agency team to work on these sought-after brands.

The ideal candidate will have 4+ years of public relations experience, a passion for the healthy lifestyle sector and its innovative brands, and strong media relations skills. The SAE should have a proven record of leading and motivating, creating inspiring PR plans/campaigns, and delivering excellent media results for a variety of clients. The role will collaborate with, and report to, senior leadership in the RKPR practice.

What are our values? As our CEO Peter Finn says, We work hard- play nice!. Kindness is a key value at FINN Partners. We also value creativity, dedication to our clients, collaboration, respect, diversity and inclusion, mentoring, teaming and work-life balance. FINN Partners is the fastest growing public relations and integrated marketing agency in the United States - we were just named one of Fast Company's Most Innovative Companies!

We offer an opportunity to expand your public relations career, continue to grow and learn, and to contribute. Come check us out - you'll love what you see!

This position has terrific perks:

Generous PTO allocation and company holiday calendar, including paid time off the week between Christmas and New Year's Day. Additional paid days off during the Summer.

Company travel and consumer discounts (from rental cars to cell phones and more)

Commuter subsidy

Wellness subsidy

401K Plan

Outstanding insurance/benefits package

Career mentorship from some of the best PR pros in the business

Professional growth opportunities within our award-winning global PR agency

Work in a gorgeous office building conveniently located near West 53rd Street in Manhattan, just steps from train/bus/subway stations, great restaurants, and Central Park.

Now that we've (hopefully) sold you on us, let's talk more about this role:

Responsibilities:

Support the execution of integrated public relations campaigns/programs that exceed our clients' goals.

Maintain clear and consistent communication; suggest direction and counsel, and offer problem-solving solutions.

Utilize excellent contacts to secure consistent media coverage across a wide range of consumer, outdoor, lifestyle, news, and business publications.

Deliver outstanding earned media results daily.

Ability to expand and build new, meaningful relationships in key publications across print, online, TV, social, radio, podcasts and more.

Support internal PR teams and mentor junior employees for professional growth; provide proper feedback and guidance; motivate team members to be creative and to achieve excellent results.

Play and integral role in the development of communications media strategies and plans.

Review and develop press materials, including but not limited to press releases, media advisories, key messages, Q&As, and executive remarks.

Infuse innovative digital and social strategies into client programs.

Research and participate in new business presentations; assist in the development of RFPs that showcase our unique capabilities and proven results.

Stay on top of current trends across media and outdoor, wellness, and lifestyle industries to strengthen client programming.

Qualifications:

4+ years of prior PR leadership roles (preference is for prior PR agency-based experience in food/beverage/wellness lifestyle PR)

Bachelor's degree required.

Proven history leading a PR team and driving significant results.

Exceptional media relationships with top-tier national trade outlets; proven history of generating significant media placements.

Ability to develop and execute both media relations and marketing communications programs successfully.

Excellent writing and editing skills (familiar with AP style).

Strong communications skills, project management capabilities and proven problem-solving ability.

Ability to manage multiple projects simultaneously and meet all deadlines.

Effectively work as part of a team, share information freely and support the common goals of the group. A true team player.

Detail-oriented, organized, hardworking, flexible, and thorough.

New York, NY

Anticipated Salary \$68k to \$75k. Commensurate with experience and depending upon workplace.

To Apply:

Please upload your resume and cover letter. Please indicate your target salary in \$US Dollars that falls within with our stated salary range displayed above. While we appreciate the interest of all candidates, we will only respond to those with whom we have a greater interest.

About FINN Partners:

Finn Partners was launched in 2011 to realize Peter Finn's vision to create a leading communications agency dedicated to shaping a bold new future in which innovation and partnership are strong drivers of the brand. Finn Partners specializes in the full spectrum of communications services, including digital and social media. Practice areas include arts, consumer lifestyle & sports, corporate social responsibility, education, health, manufacturing, technology, travel, and public affairs.

We are entrepreneurial-minded, global, and focused on integrated programs that bring to life the world-changing technologies, products, and services of our client partners.

Our company culture celebrates delighting our clients with innovative and creative campaigns and programs, and we provide opportunities for our employees to conduct career-meaningful work in a creative, fast-paced, collaborative, and fun environment. We work hard and play nice.

Headquartered in New York City, the agency has 1,300+ employees with offices in 32 cities

around the world: Atlanta, Bangalore, Beijing, Boston, Chicago, Delhi, Denver, Detroit, Dublin, Frankfurt, Fort Lauderdale, Hong Kong, Honolulu, Jerusalem, Kuala Lumpur, London, Los Angeles, Madison (Wisc.), Manila, Mumbai, Munich, Nashville, Paris, Portland (Ore.), San Diego, San Francisco, Seattle, Shanghai, Singapore, Tamuning (Guam), Vancouver (Wash.) and Washington D.C.

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