

Account Executive (Public Relations/Public Affairs)

Company: Southwest Strategies

Job Status: Full Time

Job Type: Permanent Employee

Job Location: Fresno, CA

Description:

Southwest Strategies is seeking a full-time, entry-level account executive to assist with community outreach, media relations and social media for the agency's wide range of development, transportation, infrastructure and energy clients. Applicants should be thoughtful, engaging, creative, motivated, technologically savvy and highly organized with a passion for building and maintaining strategic relationships with community members, members of the media, civic organizations and other stakeholders.

Southwest Strategies is a full-service public affairs, outreach and strategic communications firm, specializing in coalition building, public outreach, government relations, media relations, multicultural outreach, crisis management, marketing and social media/digital advocacy. The agency provides comprehensive communications strategy and outreach support to public and private companies across a broad range of industries, including retail, housing, energy, transportation and water. Through the development and implementation of strategic programs, the company assists clients in building productive relationships with stakeholders, elected officials, public agencies, media and the community.

Job Description:

- Provide general account support to clients needing community relations, media outreach, digital advocacy and strategic communication services
- Develop engaging and innovative content for social media, advertising, videos, websites, fact sheets, presentations, newsletters and other collateral
- Coordinate with graphics team for development and production of creative collateral materials, advertisements and websites
- Assist with special event planning and coordination
- Develop and pitch imaginative story ideas and releases to the media
- Plan and implement engaging social media campaigns and track success
- Assist with client-related research, media coverage and social media tracking, and stakeholder database development
- Provide excellent client service

Education:

Bachelor's degree in Communications, Public Relations, Journalism, Marketing, Political Science, Digital Media, Public Affairs, Public Administration or English required

Experience:

1-2 Years previous Public Affairs, Public Relations or Community Outreach experience preferred

Skills/Abilities:

- Excellent verbal and written communication skills
- Attention to detail
- Dynamic and creative thinker
- Strong organizational and multi-tasking skills
- Ability to work under tight deadlines
- Ability to balance team and individual responsibilities
- Confidence to take initiative and problem solve

Knowledge:

- Understanding of government operations
- Knowledge of Central Valley political landscape
- Familiarity with social media management programs
- Knowledge of latest social media trends
- Proficient in Microsoft Office Suite (Word, Excel, Outlook & PowerPoint)
- Familiarity with AP Style and standard rules of grammar

Preferred:

- Relationships with Fresno-based media outlets
- Experience with social media advertising and targeting
- Participation in community or industry organizations

Considered:

- Fluency in Spanish or Hmong

Reply Instructions:

Please send cover letter and resume with the subject line "Account Executive" to Ashley Ziegaus at ashleyziegaus@swspr.com