

ACCOUNT MANAGER

Job Description

What we're looking for

The Account Manager is an experienced PR practitioner who is adept at managing the evolving needs of clients and colleagues. You have a strong track record of successfully executing campaigns and are not afraid to roll up your sleeves and dive in. The Account Manager has a deep knowledge of both traditional and integrated communications strategies, and understands which tactics will support client business objectives.

Beyond the day-to-day responsibilities, the Account Manager wants to go the extra mile to support agency growth by nurturing client relationships, and you are eager to put your own stamp on our corporate culture.

The type of work you'll support

Given Broad Reach is growing quickly, you will support a variety of key national accounts in the corporate, financial services, technology and consumer sectors. As our agency continues to grow, you will have an opportunity to focus and specialize.

Here's a sample of the type of work you will support at Broad Reach:

- Help plan and execute earned media campaigns by writing and editing press materials, identifying target outlets, pitching media, responding to media inquiries and leveraging your established network of contacts.
- Set and evaluate program goals and objectives, and measure program results.
- Create and manage program timelines and resources, including developing, analyzing and managing program budgets.
- Staff media interviews, events and other client activities.
- Develop and execute influencer and social media programs.
- Coordinate team budget and finances, including billing and reconciliations.
- Participate in new business activities, including proposals, RFPs and pitches; identify organic account growth opportunities.
- Assist with internal marketing, PR and social media activities to raise agency awareness, as well as internal process development to help the company grow.

Your qualifications, skills and experience

- Candidates must have at least 5 years' experience at a PR agency with progressive client management responsibilities.
- Strong project management skills, including the ability to oversee multiple projects simultaneously.
- Experience in corporate PR is essential; consumer PR is desired.
- A bachelor's degree in a relevant field from an accredited college or university is preferred.
- A whole lot of heart and passion for the work we do.
- A desire to learn, grow, be coached and mentored.
- Proficiency with Microsoft Office (Outlook, Word, Excel and PowerPoint).

Working with Broad Reach

We recognize that this is a demanding industry and that the most important asset we have is our people. Broad Reach offers:

- A competitive salary and benefits package.
- Contribution towards health and wellness programs, such as gym memberships.
- The opportunity to learn from seasoned professionals in a caring and supportive environment.

Job location

This full-time role is based in Toronto at 330 Bay Street, Suite 1500.

Contact us if this is a good fit

If you thrive in a fast-paced creative environment that offers plenty of growth potential and career development, please submit your resume, a cover letter and salary expectations to [Daina](#).

When we will be in touch

Only applicants with experience at public relations agencies and the right level of experience will be considered. Only those candidates short listed for an interview will be contacted.