

## SENIOR ACCOUNT MANAGER

### What we're looking for

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The Senior Account Manager is a strong writer and project manager with a track record of developing, executing and leading successful projects that drive client business objectives. You are adept at developing and nurturing strong client relationships and have a background in earned media and integrated communications at a PR agency. Beyond the day-to-day responsibilities, the Senior Account Manager wants to go the extra mile and be 'all in' while helping grow the agency, and you are eager to put your own stamp on our corporate culture.

### The type of work you'll support

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Broad Reach is growing quickly, and you will support a variety of key accounts in the corporate, professional services, financial services, technology, blockchain and telecom sectors. As our agency grows, you will have an opportunity to focus and specialize based on your strengths and interests.

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

- **Account Management:** Oversee client accounts, ensuring that work is of the highest quality and delivered on-time and on-budget.
- **Client Relationship Development:** Lead and grow client accounts by connecting with clients to build strong and trusted relationships.
- **Content Development:** Write a wide-variety of client materials including communication plans and strategies in addition to media materials, byline articles and social media content.
- **Strategic Counsel:** Provide clients and team members with strategic counsel in-keeping with our mandates and client needs.
- **Strategy Development:** Develop results-driven communication plans and strategies that incorporate elements of PR, social media and influencer engagement.
- **Media Relations:** Drive media outreach, coordinate interview opportunities and provide updates to team members and clients.
- **Social Media:** Support client and agency social media activities.
- **Drive & Measure Success:** Set program goals, deliver against client KPIs, and provide ongoing analysis of program results to clients and agency team.
- **Budget Management:** Manage project budgets; oversee client invoicing.
- **New Business:** Participate in new business activities, including proposal development, RFPs and pitches; identify and drive organic account growth opportunities.
- **Agency Brand Visibility:** Contribute to building the agency's visibility among key audiences.
- **Personal Leadership:** Mentor/manage team members daily; grow as a colleague and leader.

## Your qualifications, skills, experience and values

- At least 7 years in a PR agency with progressive client management experience.
- Experience in and a love for managing clients, projects, campaigns and people.
- A passion for working in our industry and for delivering the best work possible.
- Full alignment with our '[Always Better](#)' values-based charter.
- Understanding of the media/social media landscape and a background in earned media.
- Experience developing and executing media relations and social media strategies for clients.
- Strong oral communications and corporate writing skills.
- Proven ability to manage large projects and budgets, as well as teams.
- A bachelor's degree in a relevant field from an accredited college or university.
- Proficiency with Microsoft Office (Outlook, Word, Excel and PowerPoint).

## Working with Broad Reach

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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.
- Great clients and exciting projects.
- Management and leadership training.
- An opportunity to accelerate your career in an entrepreneurial, flat agency structure with limited bureaucracy and daily access to senior leadership.
- A flexible, inclusive, supportive, and values-based culture that encourages and facilitates continuous learning and development.

## Job location

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

## Contact us if this is a good fit

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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 [careers@brpr.ca](mailto:careers@brpr.ca).

## When we will be in touch

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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.