



ACCOUNT EXECUTIVE

Blueprint Alaska is a public affairs agency that also specializes in public relations in partnership with other agencies. Our clients range from some of the state's largest industries, to small, family-owned businesses. The ideal candidate will enjoy working on political, vote-seeking campaigns, as well as with clients looking for more traditional, strategic communications programs. Blueprint Alaska is a scrappy start-up, with unlimited opportunity for advancement available to the person willing to dive into the work with urgency. The right candidate will identify, seek out, and bring new business to the agency, providing for agency growth. On the lighter side, Blueprint Alaska offers a fun, fast-paced, and creative work environment for employees who like to work hard and play hard.

This job is open until filled, and won't be filled until exactly the right candidate is identified.

Account executives should have a bachelor's degree in public relations, communications, or political science, and between 2-5 years of agency or similar experience. Relevant experience **may be substituted** for a college degree in certain circumstances. Salary DOE. Limited benefits available.

Job duties may include, but are not limited to:

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- Liaising on a regular basis with clients and media, often via telephone and email.
- Relationship building and networking with colleagues, clients and media.
- Monitoring the news and staying up-to-date on current events, including newspapers, magazines, journals, broadcasts, blogs, and social media, while identifying risks and opportunities for clients.
- Preparing regular client reports and attending client meetings.
- Researching, writing, editing, and distributing press releases and direct pitches to targeted media.
- Promoting news stories and features to the media.
- Writing, editing, promoting and implementing social media content and campaigns for clients.
- Attending and promoting client events to the media, as well as developing talking points for clients and providing on-site support during media events and interviews.
- Working as part of an account team to develop client proposals and implement the PR activity.

- Collating, analyzing and evaluating media coverage.
- Event management, including press conferences and promotional events.
- Drafting new business proposals and strategic plans.
- Proactively proposing new tactics, pitches, and methods for clients.
- Experience in the areas of oil and gas, mining, and other resource development sectors and public affairs is a plus.
- Experience working in or with the Alaska State Legislature and/or a governor's administration is also a plus.

The perfect candidate will be:

- A strong, consistent writer; this requirement is non-negotiable.
- Dependable and on time. Work ethic must be legit.
- Comfortable in putting him/herself "out there" on behalf of clients/the agency. Some of our work takes place in the public square.
- Borderline obsessed with the news and current events, and how clients could be impacted.
- A champion for responsibly developing Alaska's natural resources.
- Proficient in email programs like MailChimp and Constant Contact.
- Proficient in Microsoft products, including Word, Excel, and PowerPoint.
- Able to design an agency customer relationship management system (CRM).
- Excited about, not intimidated by, the need to identify new business opportunities.
- Skilled at working with journalists.
- Able to design and implement creative, on-trend social media campaigns.
- Willing to work and thrive in stressful situations, like campaigns.
- Willing to roll up his/sleeves to "get 'er done", even if this means waving signs on a street corner early on a winter morning, or attending 7:00 a.m. breakfast meetings.
- Eager to tackle new opportunities, and excited about the prospect of proving him/herself through performance.
- Embraces accountability and welcomes feedback as an opportunity to improve.
- Willing to work in an open floor plan office environment.
- Fun to work with. Must be able to work around numerous gregarious, excitable, and generally outgoing and fun co-workers.