

Account Executive

Aguillon & Associates LLC
Public Relations, Marketing & Public Affairs

Point of Contact:

Melissa Aguillon
President, CEO
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Account Executive:

Responsible for managing all aspects of public relations for a limited number of clients at Aguillon & Associates LLC. Manage information between clients and target audiences, through media outreach, government contacts and community events. Ensures messaging is consistent, timely and relevant.

PRIMARY RESPONSIBILITIES

- Develop and execute strategies that are intended to create and uphold a positive public image for clients, by and forming relationships with various members of the media, government, and public.
- Manage staff, clients and media outlets to publish timely organizational information, such as press releases, brochures, and other materials.
- Ensure communication strategy is consistent and reflects the client's strategic vision.
- Manage support staff.
- Manage relationships with media outlets.
- Manage production and publication of mass communications with email blasts and marketing campaigns.
- Refine core messaging to ensure organizational consistency in all aspects of communications including development, organizing and education.
- Recommend presence of clients at events, conferences, and speaking engagements.
- Act as a spokesperson for clients.
- Manage event driven PR.
- Manage crisis communications when applicable.
- Advance organizations' position with relevant constituents.
- Ensures that all client activity is performed on time and on budget.
- Work with Creative Director to develop the advertising, marketing and promotion plans.
- The employee will reach out to elected officials, business leaders, non-profit organizations, various board and commission executives and board members, community leaders, business stakeholders and various chambers of commerce on behalf of our clients.

Qualifications

- Must have a Bachelor's Degree, preferably in the field of Marketing or



- Communications and 1-2 + years relevant experience.
- Ability to design and execute successful public relations campaigns at the local level.
- Knowledge of current events
- Excellent oral and written communications skills
- Expertise in using APPLE Products, MS Office (Word, Excel, PowerPoint), Constant Contact (or other outreach software) and various social media platforms.
- Bilingual preferred
- Prior team management experience.

Employee should be able to work 40 hours per week between the hours of 8:30 am and 6:00pm.

Salary is commensurate with experience. Send resume to Melissa@aguillon-associates.com or call (210) 254-9160.