



Job Description – Senior Account Executive

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| Company Name: | Lucas Public Affairs |
| Job Title: | Senior Account Executive |
| Reports To: | Executive Management Team |
| Classification: | Exempt |

Job Summary: The Senior Account Executive drives key strategic aspects of account work with only modest administrative duties; has regular communication and contact with client and oversees junior staff.

Job Duties:

1. Coordinate and manage key account activities and plans in collaboration with senior staff.
2. Ensure timely, effective tracking of news clips related to client and client's key issues.
3. Serve as point of contact and coordinator for client and other consultants (and oversee junior staff's participation in handling of this responsibility).
4. Develop and maintain jobs in progress, project calendar, client files and other key client documents to keep account organized and on track (and oversee junior staff's participation in handling of this responsibility).
5. Prepare and document client-ready updates and plans (and oversee junior staff's participation in handling of this responsibility).
6. Develop media plans, press releases and outreach documents, and execute media programs (and oversee junior staff's participation in handling of these responsibilities).
7. Organize and actively participate in client meetings (and oversee junior staff's participation in handling of this responsibility).
8. Manage media, legislative and stakeholder relationships on behalf of client (and oversee junior staff's participation in handling of this responsibility).
9. Help manage client billings, staff utilization and contract developments, including monitoring client payments, etc. (and oversee junior staff's participation in handling of this responsibility).
10. Conduct research and prepare analyses on client and/or key issues (and oversee junior staff's participation in handling of this responsibility).
11. Develop a personal marketing plan that includes opportunities to profile LPA and yourself.
12. Develop leads resulting in prospective clients (and oversee junior staff's participation in handling of this responsibility).
13. Oversee interns/apprentices, account coordinators, account executives and their assignments and quality of work.
14. Occasionally travel to client location and/or events.



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15. Perform other duties as assigned or otherwise identified.

Knowledge, Skills and Qualifications:

- Minimum four years of experience in public affairs, government affairs, journalism, lobbying, or related work in a government or corporate/agency PR setting with a BA/BS in a related field.
- Strong knowledge and understanding of LPA's business, California's political and public affairs environment, and the news media.
- Assists senior staff in preparing strategic media plans, pitching/media monitoring; understands all aspects of media.
- Demonstrates social and digital media enthusiasm and delivers innovative ways to leverage the latest trends and platforms.
- Must be a sharp, persuasive writer with the ability to write both strategically and creatively under tight deadlines.
- Excellent project management experience.
- Must be able to write PR documents including proposals, general PR plans, client memos/correspondence, press releases, fact sheets, news advisories, etc.
- Must be able to manage multiple projects and work with senior management and junior staff.
- A proven ability to interact with and provide direction to strong, high-profile personalities is a must.
- Ability to work with the news media, legislators, consultants and lobbyists as a key coordinator on behalf of LPA.
- Enthusiastic ability to provide clients with the highest level of client service.
- Maintain a strong network of professional contacts and utilize them.
- Regular attendance and timeliness.
- Ability to effectively handle stress and pressure consistent with the job duties and industry.

Interaction/Supervision:

Interact with managers, co-workers, clients and vendors.

Some staff supervision responsibilities.

The above statements are intended to describe the general nature and level of work being performed by those assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties and skills required. Management reserves the right to reassign and alter the job description as dictated by business necessity and evaluated reasonable accommodations.