Stern Strategy Group

Title: Assistant Account Executive

Location: Iselin, NJ

Job Type: Full-Time (Entry-Level)

Compensation Type: Salary

Start Date: 5/1/2017

Job Description: An Assistant Account Executive supports account and/or project teams and must efficiently service them. Understanding of clients’ businesses and the marketplace to which they sell is necessary. Assistant Account Executives perform fundamental tasks such as monitoring/assisting in the production of content and materials and communications outreach. This entry-level position is focused on developing the necessary skill set to become a successful communications practitioner. Typically, Assistant Account Executives will be involved with clients within the first 6 months.

Primary Responsibilities:

Platforms
  • Conduct media outreach and follow-up, and support results generation of assigned account teams by:
    o Demonstrating knowledge of and familiarity with media pitching and interview scheduling
    o Understanding clients’ media targets and identifying target editors and reporters
    o Researching and maintaining conference and editorial opportunities and calendars
    o Monitoring media outlets and digital platforms for coverage of client news and competitor developments
    o Generating client-related story angles and content ideas
    o Beginning to build relationships with journalists and conference planners, as appropriate
    o Providing assistance with the logistics of events as necessary (e.g., desk side briefings, editor events, tradeshows, etc.)
    o Coordinating content distribution (kits, newswires, galleys/books, newsletters, etc.)

Writing and Content
  • Develop compelling content to support program implementation
    o Compose client reports and memos for internal review
    o Draft news releases, pitch letters, briefing documents, byline articles, bios, profiles, press kit materials, etc. for internal review
    o Contribute to content development: newsletters, blogs, infographics, listicles, slideshares, social, videos, etc.

Client
  • Prepare client meeting reports, status reports, clips reports, etc.
  • Monitor publications and platforms (media, social, websites, newsletters, etc.) for clients and share appropriate stories and items about clients, industry and competitors with team
  • Manage client supplies, publications, resources and materials
  • Participate in preparation for client meetings and presentations

Team Participation
  • Communicate frequently and appropriately with managers on each account/project
- Balance workload between clients/projects within established deadlines
- Regularly and proactively contribute new ideas for both account teams and the agency
- Attend agency training meetings and group meetings

**Administrative Support**
- Track/enter time in a precise and timely manner
- Conduct research for client and new business plan development
- Research vendor costs for budget development
- Perform other administrative tasks as assigned

**Education**
Bachelor’s Degree

**Success Factors**
- Understanding of Stern’s service offerings, competencies and thought leadership approach
- Strong oral and written communication skills
- Fosters open communication and acts as a role model for how to treat others
- Builds working relationships that foster teamwork, works well with others and inspires great work
- Exhibits upbeat, can-do attitude and displays willingness to handle all tasks
- Demonstrates potential to interact with clients
- Completes projects within set parameters
- Develops personal leadership, is learning focused, adaptable to change and proactive
- Excellent judgment when working with team members and vendors
- Demonstrates integrity in all actions
- Desire to pursue learning and self development; participates in required and voluntary professional development programs
- Consistently meets deadlines
- Attention to detail and quality
- Suggests solutions to problems that may arise
- Proficient in Microsoft Office, Internet, social media platforms including Twitter, Facebook, LinkedIn, YouTube, etc., Cision, etc.

- Professional demeanor
- Ability to prioritize multiple tasks and manage time in a consistent manner
- Keeps workspace neat and organized
- Has reliable transportation to attend off-site meetings, as appropriate

**Application Instructions:** Please submit your cover letter, resume and salary requirements to aae@sternstrategy.com

- Location: Iselin, NJ
- Education: Bachelor’s
- Salary: Commensurate with Experience

**About the organization:** Stern Strategy Group is an award-winning B2B public relations, advisory and speakers firm in Iselin, NJ. We give voice & access to ideas, institutions and individuals impacting the world. Our services build thought
leadership and business. Embracing clients’ ideas and mission, our relationships offer empathy, coaching, strategy, connections and influence.

We are a "best place to work" (NJBiz magazine). Our campaigns win awards. Clients value our partnership. Our team genuinely enjoys what they do. Your brain will be challenged, your creativity tapped and commitment rewarded. You will make a difference -- and know it.

We are more than 30 years and 30 people strong. We build strategies to reach goals today and tomorrow -- and we implement them. We tell stories, generate conversation, influence, engage and impact. It's work that takes the creativity of many different kinds of people, all with special talents. We're constantly looking for more of them.

Stern Strategy Group offers all the advantages of a big city agency (bold ideas, big name clients, beautiful headquarters) infused with the spirit of a homegrown firm (quality of life, entrepreneurial, hands-on, ambitious, fun and is ideally located in Central New Jersey).

The benefits of working with us don’t stop there. We offer competitive salaries, comprehensive benefits, and progressive perks which foster employee engagement and satisfaction.

Our future is bright (take a look at our new office!) and with us, so is your career. Let's talk about how we might work together.

Disclaimer information: Stern Strategy Group provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, Stern Strategy Group complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

Stern Strategy Group expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status. Improper interference with the ability of Stern Strategy Group’s employees to perform their job duties may result in discipline up to and including discharge.