



Public Relations Account Executive

Stoner Bunting, a full-service marketing company, seeks an Account Executive to join its growing Public Relations team. We're looking for a passionate PR practitioner who's interested in working with national and international home and building product brands. The successful candidate holds a bachelor's degree in a related field, has 5+ years of relevant experience. The position reports to the Director of Public Relations.

Responsibilities:

- Maintain regular contact with clients; proactively offer and implement new ways to meet client needs.
- Build understanding and knowledge of the clients' business and their competitive environments.
- Actively participate/contribute to the development of account plans/ideas. Provide appropriate instruction to junior staff on projects.
- Developing and executing social media strategies, including emerging platforms and brand opportunities.
- Participate in program presentations to clients or new business presentations.
- Develop full range of written materials including case studies, press releases, byline articles, speeches, presentations, client correspondence and reports.
- Coordinate and implement trade shows, media events, press conferences/briefings, media tours, awards ceremonies, etc.
- Develop editorial/journalistic/media contacts in primarily long lead, architecture and design (A&D) and trade publications; utilize them in news releases, features, and non-traditional stories.
- Under the strategic direction of senior management, act as the primary implementer of account plans.
- Verify information to assure accuracy of media materials and contacts.
- Facilitate teamwork by delegating and involving junior staff members whenever possible.
- Create budget status reports and review job status reports.
- Assist senior management in developing proposals and gathering information for new business opportunities.

Qualifications:

- Bachelor's degree in Communications, Journalism, Public Relations, English, Marketing or a related field.
- 5+ years of experience in PR, preferably with agency experience or in-house with a home or building product company
- Strong project management and excellent writing skills required
- Ability to work in multi-faceted, fast-paced environment

ABOUT STONER BUNTING

Stoner Bunting has been marketing residential and commercial building products for more than 30 years. From custom cabinetry to commercial carpet, hardwood floors to house wrap, aluminum cladding to architectural railings, we've immersed ourselves in the world of specification, distribution, dealer relationships and consumer choices. Our engagement in the industry and the relationships we bring to the table enables us to help clients engage with customers, creating marketing programs that have a more immediate impact on sales.

Stoner Bunting specializes in research, strategic planning, marketing, public relations and media planning and management.

EOE/AA/M/F/V/D

All applicants are considered without regard to race, color, religion, sex, national origin, age, disability, veteran status, gender identity, or any other discriminatory factors prohibited by law.