

Better Together

Account Executive Job Description

[Better Together](#) is hiring an Account Executive. We are a Black, woman-owned startup committed to advancing equity worldwide. This remote opportunity is perfect for a passionate, dedicated professional eager to make a difference through social change efforts. We're seeking someone who is both a strategist and a doer—capable of delivering insightful strategic recommendations to our clients and executing high-level social change communications.

As an Account Executive, you will lead and manage with support from others campaigns that align with Better Together's mission. Our objective is to find the right person and create the ideal role for them/us, so we're all doing what we love to do in support of our agency's goals.

Location: This is a 100 percent remote position

Hours: 40 per week, U.S. time zones

Compensation range: \$50,000 - \$60,000 per year

We offer healthcare coverage (premiums are covered 100%). 401K match up to 3% and 50% of the next 3% (if the employee contributes 5%, Better Together will match 4%), but that does not exceed 5% of your compensation. We are open to investing in training, conferences and webinars to further your skill set...basically, we want our team to be at the top of our game. We also offer a stipend for cell phones and home internet services.

Available to people authorized to work within the United States. We highly encourage candidates who are LGBTQIA+, BIPOC, neurodiverse, disabled, from rural areas, and other communities.

You are a great fit for this job... if you

- Have a passion for DEI, social change and action.
- Are highly experienced in public & media relations and have successfully led media Campaigns.
- Not one to shy away from making connections and pitching ideas.
- Are masterful at using empathy to anticipate the needs of others.
- Go out of your way to communicate in asynchronous team structures.
- Thrive in autonomy and working remotely with limited supervision in an ever-changing environment.
- are resourceful, proactive, and a problem solver - heck, you thrive on it!

Responsibilities

- Serve as day-to-day client contact, attend client meetings/status calls, help to provide client counsel
- The position requires a highly organized, creative self-starter who is extremely client service and results-oriented and able to work within a very strong and collaborative team culture
- Implement day-to-day tactical activations including media relations campaigns, planning physical or virtual special events and product launches, engaging influencers/content creators for paid content
- Assist in developing and executing digital/social media programs and content strategies within integrated paid-earned-shared-owned environments for a variety of social changed-focused clients.
- Be accountable for daily project management and client deliverables and managing critical paths and account activity updates.
- Research and draft media materials, collateral materials, social media content, activity/status reports, etc. in a timely manner, as required.
- Assist with research, vetting, procurement and management of third-party organizations, partners and/or campaign spokespeople on behalf of clients.
- Media/influencer relations including pitching, developing/maintaining strong relationships, generating unique story ideas/pitches, managing earned editorial/coverage for clients, engaging the right influencers at the right time for the right content.
- Support event planning efforts within the team, including supplier relations, logistics, on-site event management and media relations, etc.
- Develop/vet media/influencer lists, editorial calendars, etc.
- Track media coverage, compile coverage reports.
- Familiarity with social monitoring tools along with pulling insights from Instagram and Facebook platforms on organic and paid media campaigns.
- Commit to continuous learning and improvement of skills; set and pursue stretch goals.

Must Haves

- At least two years of relevant experience in Communications, Marketing and/or related fields.
- A bachelor's degree or equivalent work experience.
- Relevant experience in public relations and/or related fields including research, advertising, management consulting, media and publishing.
- Genuine interest in social change, as a whole.
- Strong written and verbal skills and confident style in communicating with teammates and colleagues.
- Solid and confident presentation and interpersonal skills.
- Event management, media tours and related logistics experience.
- High degree of attention to detail in all areas, from performing research to crafting client and public-facing materials.
- Proven ability to manage simultaneous projects and meet strict deadlines using strong organizational skills within a fast-paced agency environment.

- Self-motivated, takes initiative and follows through – anticipates account team and client needs.
- Positive, professional, and flexible attitude.
- Proficiency in Google Workspace.
- Familiarity with media and influencer relations software tools, such as MuckRack.

Why It's Awesome to Join Our Team

- Work virtually from anywhere, but we do expect everyone to get their work done on time with high quality.
- You'll work with extraordinary people. Everyone on our team has superpowers that are well-honed in different areas. If you like working with passionate, communicative, talented, accountable, creative, generous, fun, and ambitious people... that's us.
- We care about people, empowerment, inclusion and well-being, and we implement this in our programs, services, and internal team. If that's appealing to you – and you care too – you'll be able to have a direct meaningful impact!
- We have a high bar for excellence, results and integrity. If you're dedicated to detail-oriented quality, you'll succeed here fast.