

Job Title: PR and Marketing Account Executive

Department: Public Relations

Starting Salary: Negotiable, based on experience

Cashman & Associates, an award-winning full service creative communications and special events agency, is seeking a full time public relations account executive for its headquarters in Philadelphia, PA. If you are enthusiastic, driven, intelligent and creative; and want to join the dynamic team at Cashman & Associates, we would love to hear from you!

Minimum Requirements:

- 2-3 years minimum demonstrated public relations experience. AGENCY EXPERIENCE IS A MUST.
- Experience managing client accounts in the lifestyle industry, with concentration in any of the following fields: food & beverage, travel & hospitality, fashion, beauty & retail, and/or entertainment.
- Social media account management is required.
- Bachelor's degree in Marketing, Public Relations, Communications or related field preferred.

The ideal candidate must demonstrate the following skills:

- Must have a proven track record of success in consumer public relations account management, with media placements in local, regional and national media outlets.
- Must showcase an all-encompassing understanding of consumer/lifestyle marketing and the ever-evolving role of digital media.
- Excellent organizational and interpersonal skills.
- Must be detail-oriented and able to excel at managing multiple projects simultaneously.
- Must have strong written and verbal communication skills; copywriting experience a plus.
- Must be a proactive thinker who is flexible and reliable.
- Must be creative and make a constant effort to stay in touch with industry trends.
- Motivated self-starter with the ability to work independently and on a team.
- Must be able to work select evenings, weekends and travel as client work and events may require.

Duties to include but are not limited to:

- Responsible for the creation, implementation, and execution of strategic public relations and marketing plans for clients primarily in the lifestyle industry.
- Develop and implement social media and influencer campaigns, as appropriate, for client roster.
- Manage a full roster of client accounts (average 4-7) and serve as primary day to day contact.
- Develop a full range of written materials including press releases, media advisories, biographies, fact sheets, captions, shoot sheets and pitches to support public relations campaigns.
- Cultivate and maintain relationships with local, regional, national and trade print, broadcast, and online media.
- Pitch creative, timely stories to local, regional, national and trade print, broadcast and online media in order to gain exposure for clients.

- Assist with client marketing initiatives including: off-site events, website maintenance, collateral development, social media, and branding.
- Advise clients on opportunities to partner and engage with local, regional, and national non-profit organizations and community partners.
- Plan and execute media-specific events including media dinners and press conferences. Organize for media to attend events and provide media with on-site assistance.
- Attend networking events as a representative of Cashman & Associates in order to increase awareness of Cashman & Associates' services.

Salary, Perks and Employee Incentives:

- After the first ninety (90) days of employment, a full benefits package will be offered, which includes, but is not limited to:
 - Medical, dental and optical insurance 100% employer paid
 - 401k with match, eligible after one (1) year of employment
 - 50% cell phone reimbursement
 - 15+ days of paid time off (PTO), plus at least 10 additional paid holidays
 - Flex and comp time, when appropriate
- Yearly cost-of-living salary increase of up to 7%, based on performance.
- Opportunities for commission and bonuses, based on performance.
- Various lifestyle perks.
- Opportunities for employer-paid continued education.
- **To apply, please email your resume, cover letter and salary requirements to marketing@cashmanandassociates.com. No phone calls, please.**