

## **Account Manager (Austin, TX or NYC, NY)**

### *Job Description*

Caliber ([www.calibercorporate.com](http://www.calibercorporate.com)) is a strategic marketing communications firm that helps companies tell their story and connect with key stakeholders.

We are seeking an Account Manager to nurture a strong industry network, increase awareness and develop an enviable corporate image for each of our clients, by developing and executing effective marketing communication programs. The ideal candidate will have a background in PR with experience in the financial services, financial technology and/or real estate technology sectors.

Our team represents a talented and diverse workforce. The right candidate will thrive in a boutique environment where they will be both autonomous in owning specific accounts as well as team-driven, with the initiative to roll up their sleeves.

### **Essential duties**

- Account Management: Serve as the day-to-day contact for select clients, working with senior leadership within financial services and technology (FinTech, LegalTech, MarTech, Real Estate Tech) companies.
  - Maintaining client-specific media lists/database.
  - Mentoring supporting staff on relevant accounts, showcasing strategic thinking and setting proper direction while also focusing on executing this strategy.
  - As the primary day-to-day client contact, must be accessible and responsive to journalists and clients
- Strategy Development & Media Placement: Develop media relations strategies for clients, setting short- and long-term goals, and seeking industry-relevant placements across mediums
  - Proactively identifying media opportunities and effectively coordinating by drafting recommendations and action plans around these opportunities for clients.
  - Assisting with measurement of results and analysis, and preparing regular reports/presentations for clients as needed.
  - Maintain a keen understanding of industry trends affecting clients and make appropriate recommendations regarding communication strategy surrounding them.
- Writing: You must be a strong writer with experience crafting press releases, media pitches, annual plans, executive bios, company overviews, bylines and other professional communications
  - Draft and/or edit content pieces on behalf of clients, ensuring deadlines and quality expectations are met
  - Crafting press releases, byline articles, media pitches, annual plans, executive bios, company overviews, and other professional communications.

### **Qualifications**

- Bachelors in Public Relations, Communications, Journalism, English, or related studies; Bachelors in Economics or Business-related discipline a plus
- Proven working experience in public relations with a minimum of 5 years' experience in either in-house or agency setting + experience managing all aspects of client accounts

**Strongly preferred**

- An interest and aptitude in the finance, technology, real estate and/or legal sectors
- Strong relationships with influential journalists at mainstream and/or niche publications specifically in the sectors above
- Fearless when it comes to proactive and reactive communication with reporters
- Proven ability to prioritize workloads with limited oversight
- Previous experience collaborating with a team in multiple locations; experience managing a team a plus

**Benefits**

Benefits include unlimited flexible paid time off (PTO) policy, performance bonuses, 401k retirement plan, medical insurance benefits – and a management team that truly cares about your professional development.

If you are a team player who is excited to join a group that loves what they do, please send us a tailored cover letter along with your resume to [nicolas@calibercorporateadvisers.com](mailto:nicolas@calibercorporateadvisers.com).