



Greentarget Seeks Account Supervisor for New York Office

Greentarget is currently accepting applications for an Account Supervisor in the firm's New York office.

Who We Are:

Greentarget is a public relations firm focused on serving B2B organizations. Since 2005 Greentarget has helped its clients contribute skillfully to the conversations that help them achieve business objectives and build meaningful relationships. We believe that in an era of rampant noise, great ideas and smart perspective deserve to be heard, and that true thought leaders have a responsibility to participate elevate the broader conversation.

We focus our work in seven primary areas: Media Relations, Research & Market Intelligence, Thought Leadership Development, Executive & Corporate Communications, Crisis & Litigation Communications, Content Development and Digital.

We are a destination for talented, ambitious professionals with deep, abiding intellectual curiosity who want to master our proven process so they can drive exceptional levels of service, results and value for our clients. Our team exudes grit, seeks out the personal stretch, rises to the challenge of mastering complex business issues and understands that by embracing professional challenges they can thrive in every other aspect of their lives.

We are also a pretty damn fun group of people.

There are 40+ Greentargeters in Chicago, New York, Los Angeles and San Francisco offices. The New York office is taking on new space and expanding its staff. We are looking for an Account Supervisor with an entrepreneurial itch, to service clients, coordinate resources across our office network, and contribute to the firm's strategic growth in New York City.

Who We Are Looking For:

The successful candidate will ideally have four to seven years of public relations experience in at least one of the industries our New York Office services -- legal and financial services, technology and healthcare -- and will embody Greentarget's Core Values: hard work, risk taking, authenticity, creativity, and personal and team growth. The successful candidate will be required to:

- Direct and oversee the work of Associate-level team members, providing leadership, guidance, editing and constructive feedback
- Counsel clients directly on media strategy and other daily PR needs
- Edit client-ready research documents developed by more junior staff on a variety of complex issues
- Lead account brainstorming sessions, developing media-savvy plans and creating initiatives that improve the public's perception of the client
- Regularly report project updates and identify ways to advance ongoing initiatives for clients that will grow relationships
- Ensure accounts remain within budget parameters, identifying and addressing - or proactively raise to senior staff as needed - over/underservicing examples on a timely basis
- Active participation in group director meetings including monthly staffing and business review sessions
- Evaluate client opportunities to take advantage of their positioning or to create a footprint in the realm of the larger industry

- Ensure more junior team members have a general knowledge of clients' goals and business priorities in order to contribute to the strategic and creative development of tactical programming
- Assign and edit various writing projects (press releases, media advisories), research, media relations (including developing strategic and creative pitch angles, story ideas and placing positive stories), speaking opportunities and other credentialing/earned media projects
- Edit data presented to client for regular reporting
- Oversee team members developing, managing and maintaining strategic media lists, editorial calendars and other important client infrastructure items
- Execute communications programming on smaller accounts and reporting results to group directors
- Execute communications programming under the direction of a Vice President on larger client accounts
- Develop deep understanding of clients' businesses and regularly generate new ideas across assigned accounts
- Deliberately and demonstrably contribute to Greentarget's administrative and business priorities, via provided paths (e.g. operational team, pro bono work, blog writing, networking events, new business pitches, GT innovation initiatives, firm-branded research or content)
- Articulate and consistently demonstrate GT's Client Engagement Process and GT Way

Qualifications:

- Excellent media relations skills
- Excellent written and verbal communication skills
- Excellent organizational and planning skills
- Strong knowledge of online/digital media platforms
- Excellent problem solving skills, with the ability to prioritize and perform multiple tasks in time critical situations
- Strong project management skills
- Ability to be versatile and handle multiple projects simultaneously.
- A record of working effectively in a matrixed account team environment, and with remote colleagues.
- A forward-thinking, entrepreneurial and innovative approach to PR
- Track record of consistently meeting deadlines, demonstrating ownership for assignments, recommending amplification for assigned work and overseeing junior employees
- Demonstrated specialized industry knowledge and an understanding of clients' businesses
- Ability to be discreet and maintain confidentiality
- Ability to manage up and seek assistance when appropriate
- Ability to build rapport, work effectively, collaborate within a multidisciplinary team, and to lead teams, with all levels within the organization, as well as the ability to work independently
- Strong track record of building relationships and handling requests with professionalism and diplomacy
- Highly self-motivated, resourceful and detail-oriented
- Comfortable working within a fast-paced, dynamic environment

Education and/or Experience:

- Bachelor's degree
- 4-7 years client service experience, preferably in an agency
- 1-2 years team management experience

- Computer literacy, including fluency in Word, Excel & PowerPoint

Qualified candidates are encouraged to submit their resume and qualifications and to direct any questions to Laura Miller at lmiller@greentarget.com.