



**POSITION:** Senior Account Executive (SAE)

**SECTOR:** Health Services

**AGENCY:** Revive, [www.revivepr.com](http://www.revivepr.com)

**LOCATION:** Nashville, TN or Santa Barbara, CA

**YEARS EXPERIENCE:** 3-5 years.

**REPORTS TO:** Account Supervisor/Senior Account Supervisor

### **THE POSITION**

A Senior Account Executive (SAE) at Revive is a skilled integrated communications and social media practitioner who is a self-starter, independently accountable and able to drive projects from inception to completion. SAEs coach junior level account staff on best practices; and provide clients with strategic and tactical counsel that relies on PR, engagement marketing, and reputation management to achieve clients' business goals.

Revive's clients are hospitals and health systems, physicians and health IT companies, wellness and health services companies of all stripes.

An SAE possesses well-honed skills in the full range of PR/communications strategies and tactics (press releases, media relations, collateral development, issues management/ grassroots programs) with a strong focus on developing/integrated compelling social media and interactive strategies and solutions for our clients. This professional will be not only a strategic thinker who understands social media's role and impact, yet one who also has demonstrated experience in the development and execution of social media campaigns, and online advocacy in particular. SAEs have a passion for innovation and delivering broad-based PR/strategic communications and digital marketing solutions; and are as hands-on as they are creative/strategic. A supreme project management orientation is essential as well as an ability to instill trust and confidence across a wide variety of programs and with multiple client contacts. SAEs have the skills and the desire to share and teach digital and social media best practices internally to keep Revive on the cutting edge, for itself and for clients.

### **THE RESPONSIBILITIES**

Includes, but not limited to the following:

- Provide strategic and tactical counsel to clients that achieves clients' business goals
- Helps to grow and maintain client relationships. Serve as primary day-to-day contact with clients
- Lead/own projects; independently accountable
- Coach, mentor and project-manage junior team members; collaborate with team members to deliver strategic, creative PR, strategic communications, issues management and social media and digital communication engagements for clients
- Handle regular and consistent contact with clients; troubleshoot client issues
- Develop, oversee and manage complex PR, communications and social media/digital projects
- Develop and execute online strategies, including writing strategic and creative recommendations and researching competitors
- Monitor, measure and report performance on builds and campaigns; regularly monitor and create ROI and performance reports for PR, communications and social media clients
- Understand basic research techniques and methodologies and use them to support development/execution of client campaigns
- Exhibit strong understanding of the PR/communications, digital landscape, and online measurement and analytics
- Design and implement directly or through vendors relationships, online advocacy efforts in support of

- client engagements
- Monitor PR and social media channels on a daily basis for latest trends and case studies; and maintains a deep knowledge of social media channels and effective strategies to maximize engagement of online audiences
- Train/educate team members and clients on how to use social media channels and best practices; strategize with and educate the management team and others across the company on incorporating relevant social media techniques into the corporate culture and into all of the company's products and services

## **THE ESSENTIALS**

### **Education:**

Bachelors degree in marketing, communications or related field is preferred

### **Experience:**

- 3-5 years PR, marketing or advertising agency experience (non-traditional, interactive and social media/digital strategies a must; health services/health care experience preferred)
- Experience in health services/hospital marketing, social media & public relations is strongly preferred
- Must exhibit a demonstrated track record of developing and executing successful PR/media relations, online marketing and social media programs, and have knowledge of monitoring and analytical tools with an ability synthesize data
- Comprehensive understanding of online marketing (including social and new media), email marketing and website functionality
- Excellent interpersonal and communications skills, verbal and written
- Superior organizational skills and attention to detail
- Must be able to multi-task; strong project management skills; and able to manage multiple projects at a time
- Passion for wellness and healthy lifestyle preferred

### **The Qualities and Attributes You Need to Succeed:**

- A drive to win and a focus on results
- A love of PR and issues management
- An "addiction" to quality thinking and performance
- A commitment to personal mastery
- An attitude of team abundance and a sense of humor
- A genuine care for others
- A habit of being truthful even when it hurts

## **THE FIRM**

Revive is a national public relations firm specializing in Health Services and Healthy Living. Named "New Agency of the Year" in 2010 by *The Holmes Report* and "Best Agency to Work For" in 2011, Revive is the 15th largest health care PR firm in the country. Revive's clients include major hospitals and health care systems, academic medical centers, physician organizations, health care industry associations, health care IT, and health & wellness companies. With 20 professionals on staff, Revive has offices in Santa Barbara, California and Nashville, Tennessee. To learn more, visit [www.revivepr.com](http://www.revivepr.com).