

Job Opportunity

Position: Account Executive
Schedule: Full -time
Location: Dhaka

Description

Role Specifications:

- Writing in a persuasive manner
- Written translation skills
- Ability to craft formal email to clients
- Ability to draft basic press release, Q&A documents, briefing documents.

Building relationships with influencers

- Ability to gain professional trust from clients.
- Ability to recognize who key influencers are in the media sphere.
- Ability to pitch a story angle to media.
- Ability to give status update and present a simple idea at client meetings.
- Active participation in brainstorming.
- Have a point of view!

Turning data into insights

- Ability to accurately translate and create media monitoring documents.
- Conduct accurate media monitoring, research.
- Interpreting data into follow up actions.

Digital

- Awareness of the basic digital platforms – Facebook, Twitter etc.
- Ability to conduct online monitoring.
- Ability to create/ develop digital content

Qualifications & Skills:

Educational Qualifications: A Graduate or Post Graduate in Business Administration or a professional qualification in the field of public relations/ marketing communication or advertising.

Experience: Minimum of one to two years of experience in public relations or communication after post-graduation or two to three years' experience after graduation.

Skills: S/he must be able to evaluate and edit the work of an assistant account executive and interns. S/he must have an intricate level of understanding of the account, its business, products, markets, personnel, outside influencers, etc. S/he must also have a solid grasp of all basic public relations tools, and how they affect the client. The account executive must also have solid research, writing and editing skills, and the ability to continue developing media contacts/relationships. S/he is expected to have a fundamental understanding of media outreach assignments and apply experience and initiative in developing appropriate media strategies.

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