



MAKE A DIFFERENCE!

WORK IN AN EXCITING, FAST-PACED, ENVIRONMENT

Imprenta Communications Group, Inc. (Imprenta), an award-winning public affairs, campaign and ethnic marketing firm, seeks a hard-working and dedicated communications professional with previous public relations or advertising agency experience.

Imprenta's mission is to empower communities of color by giving them a voice and communicating to them in ways that respects their diversity and understands their culture.

Job Title: Account Executive

Position Description:

The Account Executive (AE) will handle multiple clients throughout California. The AE will interface with the client and manage project deliverables and Imprenta staff, as necessary. Supports the Senior Vice President, Account Director and Account Manager on client projects.

Qualifications:

- 3-6 years marketing, public relations or advertising agency experience, or working on political campaigns, political staff or corporate marketing.
- Excellent written, verbal communication skills and strong computer skills.
- Bilingual – Oral and written fluency in Spanish or Asian language highly desirable.
- Demonstrated ability to synthesize quantitative analysis and effectively relay information to decision makers.
- Ability to analyze projects, operations and financial information, then provide high level reports to decision makers.
- Demonstrated ability to analyze marketing, operations and financial data.
- Existing relationships and contacts with community-based organizations, local elected officials, and community leaders.
- Ability to balance multiple projects with quick turnaround.
- Possesses strong communication and team work skills, including the ability to process and summarize complex information clearly and succinctly.
- Bachelor's degree in Communications, Political Science, Public Administration, English, Public Relations, Journalism, Marketing, or related field preferred.

Responsibilities:

- Plan and manage multiple campaigns and projects simultaneously.
- Develop and cultivate high-level relationships.
- Provide immediate response to all client comments, inquiries and requests.

- Work with clients to create a durable brand and relationships, locally, statewide and nationally.
- Work with senior management team to develop client proposals and implement PR activity.
- Recruitment and management of potential sub-consultants and sub-contractors for respective campaigns including but not limited to event staffing, freelance creative talent, video/radio spot production and web/digital talent, etc.
- Development and preparation of client decks, recap reports and auditing.
- Competitive market research, analysis and recommendations on specified business development opportunities.
- Community engagement and partnership development.
- Event management, including press conferences and promotional events.
- Prepare regular client reports and attend client meetings.

Location: Imprenta's Los Angeles or Sacramento office.

Salary Range: Salary is \$45,600 - \$60,000 annually. Commensurate with experience.

Please send resume and a short cover letter to: ktiratira@icgworldwide.com. For more information about Imprenta Communications Group, please visit our website at www.icgworldwide.com