

MAKE A DIFFERENCE IN THE COMMUNITY 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, professional and dedicated individual with previous experience working at a public relations agency, on political campaigns, political staff or corporate marketing. "Imprenta's mission is to empower communities of color by giving them a voice and communicating to them in ways that respect their diversity and understand their culture." We are seeking candidates interested in engaging community leaders to be a powerful force in their community, at the ballot box and economically.

Job Title: **Account Executive – Full-Time position**

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.
- Manage 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.



Sacramento and Los Angeles: One Full-time position located in Sacramento and one in Los Angeles, CA

Salary range: Commensurate with experience.

Imprenta offers **excellent benefits**, profit sharing and bonuses, which reflect individual and team success. Please send resume to: ktiratira@icgworldwide.com. For more information visit our website www.icgworldwide.com.