



MAKE A DIFFERENCE!

WORK IN AN EXCITING, FAST-PACED, POLITICALLY-CHARGED 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 or advertising agency.

Job Title: Senior Account Executive (SAE)

Position Description:

The Senior Account Executive (SAE) will handle multiple clients based throughout California. The SAE 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.

Desired Qualifications:

- Bachelor's or Master's degree in Communications, Marketing or closely related field preferred.
- 3-7 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.
- Excellent management skills.
- Advertising and public relations agency experience or multicultural marketing experience working for a Fortune 500 company strongly preferred.
- Demonstrated ability to analyze market data.
- Experience in media operations, news organizations, marketing or broadcast media a plus.
- Existing relationships and contacts with community-based organizations, local elected officials, print and broadcast media, and community leaders desirable.
- Must be a team player and able to lead teams in a collaborative fashion.
- Ability to juggle multiple priorities, be extremely well-organized, manage time effectively and identify resources for projects.
- Comfort and ability to work with high-level private and public-sector executives, politicians, and political candidates.
- Established media contacts.

Responsibilities:

- Grow and maintain client relationships by engaging in day-to-day contact; proactively take initiative on issues and foster communication between client(s) and account team.
- Build understanding and knowledge of clients' business and their competitive environments.
- Actively participate and contribute to the development of account plans and new business proposals.

- Engage in media outreach, story development and editing of media materials.
- Effectively develop full range of written materials including press releases, byline articles, speeches, client correspondence and reports.
- Maintain project budgets and coordinate account billing.
- Develop strong working relationships with clients, press, event organizers and analysts while working to create opportunities for coverage.
- Manage Account Executives and Coordinators.
- Some travel required.

Location: One Full-time position. Imprenta has offices in located in Sacramento and Los Angeles, CA.

Salary range: 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