



**CHARLES COMMUNICATIONS  
ASSOCIATES, LLC**

**Account Executive | Charles Communications Associates**

**Job Description**

The Account Executive is responsible for managing and implementing several key clients' marketing programs for two current clients and a new project that will encompass a Tuscan winery, two Bordeaux chateaux and a premium California property. The primary focus with all of CCA clients is top media placements in traditional and new media arenas. Additional areas of focus will include events coordination, co-marketing programming, video content development and management, as well as contributing to our annual marketing communications plans. Our goal with both new and traditional media strategies is to help clients reach their goals of exposure and increased sales. Whether brand building for a new product launch or refreshing an old classic, your job will focus on the needs and ultimate success of our clients. Each and every client has a distinct work and communications style. Versatility and high organizational skills as well as a true love of the profession are key to success for this position.

**Responsibilities**

**Client and Account Work**

- Have day-to-day contact with CCA clients assigned to you whether it's email communications or phone. This includes execution of our PR plans, pitching, and general follow up. We meet as a team every week so input, ideas are encouraged across all brands.
- Build strong relationships with clients as the day-to-day client contact.
- Keep regular communications flowing as well as participate in conference calls, meetings and reporting keeping to the agreed upon hours. Meetings and reporting vary according to the size of the client.
- Manage your time on the account so that if we are over/under servicing, we make the correction.
- Draft press releases and other writing elements such as pitch letters, press kit documents, sample send letters, media alerts. Learn our systems for uploading and sharing news.
- Actively pitch media- both traditional and new.
- Participate in client events where appropriate (some evening and weekend events are required).
- Work closely with the account coordinator and interns to support your work and role as AE.

**Media Relations**

- Build relationships with key media and publications
- Develop and monitor specialized editorial calendars and pitching deadlines
- Optimize specialized marketing/press lists such as wine trade lists, sommelier lists, winery lists, blogger /new media lists, luxury marketing contacts, corporate gifting, etc.

**Agency Work & Business Development**

- Create, edit and deliver presentations (PowerPoint)
- Assist with research projects
- Evaluate campaign results against objectives
- Contribute to the CCA blog and newsletter
- Manage and contribute to reporting process for clients
- Participate in weekly staff meetings, ongoing client calls and new business meetings
- Attend evening and weekend events where necessary on behalf of CCA and clients

**About Charles Communications Associates**

We are an independent creative marketing communications, new media and public relations firm that helps local and global companies create, build and launch a brand. Recognized as one of the most effective PR firms in the wine industry, CCA is also known for success in the gourmet, natural and organic food and beverage categories, as well as for top shelf spirits and luxury products marketing. Realizing the constantly growing potential of new media as

marketing platforms, Charles Communications develops and executes new media strategies for clients driven by an in-depth understanding and experience with social network sites, blogs and other marketing relevant online media.

**Qualifications:** 2-3 year's experience in the public relations field either agency or in-house. Facility with the Microsoft suite of software, particularly word and excel. Attention to detail is a must. Excellent note taking ability; great oral and written communications; High energy and a self-starter. Excellent organization skills, including handling vendors, time management, calendars for team and clients. Research capabilities and executive summary writing. Foreign language skills a plus (French, Spanish, Japanese, Italian, Australian) Knowledge of wine essential, enthusiasm for food and travel a plus. HTML and web skills a plus. Must be able to prioritize and balance a fast paced work flow. Must be a team player, but also able to work independently and take initiative. Desire to grow and evolve with the company.

**Salary:** Commensurate with experience.

**Benefits:** We offer a HealthNet PPO benefits program as well as Blue Shield dental coverage. There is a 90-day wait period for health benefits to initiate. CCA contributes to a health savings account annually which is paid pro-rated monthly installments in the amount of \$500 per year. All members of the CCA team are offered a 10% finders fee of the client retainer for each month that we retain a new client that you bring in the door through networking, proposal writing as well as supporting once engaged. If you make the business introduction, but don't write the proposal then you would get 5% of one month's retainer. This offer also includes workman's compensation and two weeks vacation annually.

For consideration email resume to [careers@charlescomm.com](mailto:careers@charlescomm.com).