



SE10, an international public relations firm focused on the B2B industry, is currently hiring for a senior account executive in its Singapore office. The senior account executive will be responsible for supporting account leads execute and create: strategies, campaigns and programs for clients in a range of businesses and industries.

Are you a detail-oriented team player that's always thinking one step ahead? Are you inquisitive and know how to interview people to write a great story? Do you know how to pull briefing books, create production schedules and editorial calendars? If so, you are our ideal candidate!

Responsibilities:

- Manage day-to-day execution of multiple client programs
- Responsible for interviewing people and drafting content for clients' PR program or campaign
- Responsible for getting content through clients' review and approval process
- Support all elements of planning, execution and wrap-up of programs or campaign in conjunction with account lead
- Prepare program/campaign planning documents including client agendas, meeting minutes, training manuals, production schedules, editorial calendars, distribution list, etc.
- Monitor and gain understanding of clients' industry and competition through trade publications, news articles and other research
- Act as a liaison between SE10, client and outsider vendor (photographer, videographer/etc.) and when needed, other internal and external audiences (e.g. client employees, media groups, interest groups) in a professional, positive and appropriate manner.
- Assist with new program concepts, response to RFPs, client presentation
- Assist with research for prospecting new businesses
- Proactively pursues opportunities for enhanced involvement and contributions to the account, team and agency.

Requirements

- Minimum of two to three years' work experience in communications or journalism
- A diploma or degree in mass communications preferred

- The curiosity to anticipate customers and agency's needs and share effective solutions
- Self-motivated team player who's inquisitive
- Strong writer who values accuracy, style guides and can create the first draft of news stories, press releases, factsheets, media alerts, briefing books, Q&As, etc.
- Ability to handle multiple assignments while maintaining keen attention to detail and accuracy
- Ability to spot errors in drafts and on media coverage of clients based on understanding of client program/campaign
- Experience pitching to media
- Knows how to use or can work with Cision, Lexis Nexus, media distribution systems such as PRWeb or BusinessWire
- Working knowledge of event and magazine production preferred
- Ability to meet deadlines and goals through a focused and strategic approach
- Comfortable leading client status calls and drafting meeting minutes
- Confident networker with a drive to help the company grow by developing and maintaining relationships