



PR Account Director

Job Description

Bolt PR, a national PR and digital marketing agency, is seeking a dynamic, highly skilled, organized and results-driven PR Director. Clients are B2B and B2C in the technology, healthcare, consumer goods, and health and fitness industries. The PR Director will serve as a proactive and strategic leader, driving client service and relationships, meaningful results, and team and project success.

Responsibilities:

- Oversee the health of key accounts, including strategy, client communications, execution of work and delivery of results, and project management
- Lead client communication and champion relationships, serving as a thought leader and trusted advisor on best practices, performance, and strategic next steps
- Lead the team with a creative and analytical mind, open to new ideas and always working to innovate and improve upon results
- Develop and oversee strategy, content and execution across PR, events, social media, content and influencers
- Plan and manage end-to-end PR and digital campaigns (project and annual)
- Define and adhere to campaign timelines, benchmarks and KPIs, and analyze data on an ongoing basis to ensure goals are met and to make further recommendations
- Proactively recommend creative concepts and ideas that align with clients' brands and drive conversions to reach business goals
- Identify new areas of opportunity through data analytics, reporting and measurement tools, and other resources to continue innovating and improving client outcomes
- Lead, motivate and coach junior team members in their respective roles, driving retention and team growth

Requirements:

- Bachelor's in PR/communications or marketing
- 9-15 years of direct professional PR experience, with at least three years specifically in a PR agency serving as an account lead and at least four years of team leadership
- Proven media relations expertise
- Exceptional writer
- Recent, detailed work directly driving media relations strategy for B2B, healthcare and technology clients
- Track record of PR and digital successes, personally driving results with specific data and work product to showcase experience
- Demonstrated capability to consult clients, present new opportunities, report on performance, build solid relationships and serve as a trusted advisor
- Ability to multitask and work in a very fast-paced, deadline-driven environment with a strong attention to detail



Company Details:

- This is a remote position
- Bolt PR is pleased to offer a number of benefits and perks, including:
 - Company-paid employee medical insurance
 - Dental insurance
 - Vision insurance
 - Matching 401K
 - Unlimited PTO
 - Dedicated professional development programming, and other perks, such as Bolt Exceeds (rewards program) and Bolt Back (philanthropic initiatives)

To Apply:

- Please submit resume to careers@boltpr.com. Thank you!