

**MASTER PLAN COMMUNICATIONS, INC.**  
**EMILY “EMME” ROTHBERG JOB DESCRIPTION**

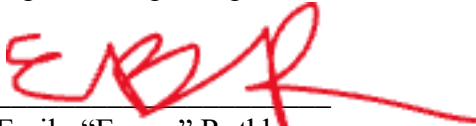
**Title: Account Executive**

**REPORTS TO: KIRSTEN BRUNDAHL, ACCOUNT DIRECTOR**

**Responsibilities:**

- A minimum of 90% of this position’s time must be billable
- Manage the client accounts she leads by completing the work in the scope of work and staying within the approved budget each month.
- Provide client service administration support; draft meeting agendas, attend meetings and compile action items, handle scheduling of meetings, logistics and provide billing support
- Develop comprehensive PR plans
- Manage execution of client PR campaign plans
- Proof news releases, plans and pitches for team members
- Proactive media outreach that includes daily phone pitching to targeted media
- Write and distribute news releases, pitches, plans, award submissions and other PR materials
- Assist on media events, trade show campaigns and press tours
- Create and update social media sites on behalf of clients
- Create reports summarizing media coverage, outreach and events
- Establish and maintain strong relationships with clients and media contacts
- Monitor PR through creating coverage reports.

Signature Agreeing to 2024 MPC Job Description:



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Emily “Emme” Rothberg