

**MASTER PLAN COMMUNICATIONS, INC.
KIRSTEN BRUNDAHL'S JOB DESCRIPTION**

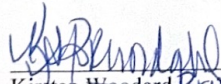
Title: Account Director

REPORTS TO: ASHTON MAXFIELD, MANAGING DIRECTOR

Responsibilities:

- Manage the following MPC staff: Debs Loomis, Rachel Leadholm, Anissa Arefeen and Emme Rothberg.
- Complete client reports for the next month completed by the last Tuesday of the month.
- Have all of the client work for the next month inputted into teamwork by the last Tuesday of the month.
- Input all the team's admin time with correct amounts by week into teamwork for the next month by the last Tuesday of the month.
- Ensure that all account monthly reports are done by the 10th of the following month.
- A minimum of 65% of this position's time must be billable. Input all time into teamwork daily and ensure that all of your direct report's time is in teamwork daily
- Manage the client accounts she leads by providing the work laid out in the scope of work and staying within the approved budget each month.
- Provides high-quality professional advice and service to clients according to acceptable standards of the profession and the firm.
- Provide expense report to Jamie by the last day of the month
- Lead teamwork app and implementation for the agency.
- Manages day-to-day client activities, including research, planning, implementation and evaluation of public relations activities, and paying careful attention to budgets, resources, deadlines and client records.
- Maintains close and frequent contact with clients and strengthens rapport between the company and the client.
- Prepares effective, comprehensive public relations programs and plans that are well organized and well written, with detailed time and dollar budgets that are appropriate to client needs and reasonable with regard to resource utilization. Ensures efficient execution of plans.
- Conducts personal activities in accordance with the professional standards of PRSA.
- Demonstrates effective knowledge of broadcast, print, online and social media, particularly those that impact client activities.
- Writes effectively for various media as required.
- Ensures personal compliance with company policies and procedures.
- Ensures the managing director is kept fully informed regarding activities and plans of individuals and clients.

Signature Agreeing to 2024 MPC Job Description:


Kirsten ~~Woodard~~ Brundahl