

MASTER PLAN COMMUNICATIONS, INC.

RACHEL LEADHOLM JOB DESCRIPTION

Title: Assistant Account Executive

REPORTS TO: KIRSTEN BRUNDAHL, ACCOUNT DIRECTOR

Responsibilities:

- A minimum of 90% of this position's time must be billable
- Social Media Specialist role:
 - Create content and update social media channels on behalf of clients
 - Stay educated on trends, new channels, B2B and B2C opportunities and best practices
 - Track analytics, ensuring accounts are growing and healthy
 - Build and maintain a MPC social media calendar for 2024 and post a minimum of two pieces of content a week
- Assist on media events, trade show campaigns and press tours
- Input all worked time into teamwork daily
- For 2024, this position is primarily remote and it is important to keep regular 8 a.m. – 5 p.m. work hours as part of the job.
- Proof news releases, plans and pitches
- Draft client status reports
- Write and distribute news releases and pitches
- Cultivate media lists for clients and events
- Travel to client offices and events for work as needed
- Create reports summarizing media coverage, outreach and events
- Establish and maintain strong relationships with clients, media, and influencer contacts
- Monitor PR through creating coverage and PR activity reports
- Coordinate product seeding logistics to key media and influencers
- Once a month spend 1-2 hours researching social media trends and provide an update over email to the agency to help the crew stay up on social

MPC Social Media:

- Build and maintain a MPC social media calendar for 2024 and post a minimum of two pieces of content a week

Signature Agreeing to 2024 MPC Job Description:



Rachel Leadholm