

MASTER PLAN COMMUNICATIONS, INC.
ANISSA AREFEEN JOB DESCRIPTION

Title: Account Executive

REPORTS TO: KIRSTEN BRUNDAHL, OPERATIONS AND ACCOUNT DIRECTOR

Responsibilities:

- A minimum of 77.5% of this position's time must be billable:
 - In a 40-hour week here is the time breakdown:
 - 10% admin and breaks
 - 12.5% business development
 - The remaining 77.5% is to be billable
- Input all worked time into teamwork daily
- Ensure the teamwork and reporting systems on the MPC Method are followed with client reports for the next month being completed by the last Tuesday of the month
- For accounts that Anissa leads:
 - 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
 - Ensure that all account monthly reports are done by the 10th of the following month.
- 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.
- Business Development work includes sending MPC materials to leads Ashton sends over, setting meetings with leads and working to prepare proposals.

Signature Agreeing to 2025 MPC Job Description:

Anissa Arefeen