

**MASTER PLAN COMMUNICATIONS, INC.
DEBS LOOMIS' JOB DESCRIPTION**

Title: Senior Account Executive

REPORTS TO: KIRSTEN BRUNDAHL, OPERATIONS AND ACCOUNT DIRECTOR

Responsibilities:

- Fully lead the Igloo account, and delegate the majority of the work to Emme and Brendi. Ensure the Emme has a speaking role on client calls.
- Provide strategic counsel and leadership on additional client accounts as directed by the operations and account director
- Manage client accounts she leads by a mix of delegating work and completing the work in the scope of work and staying within the approved budget each month.
- Ensure that accounts Debs leads stay within scope and provide the level of service hours on the contract
- Input time into teamwork daily and confirm it is in before logging off on Fridays
- Lead accounts with strategic counsel, ensuring the goals and objectives of the account are being met
- 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
- Ensure that all account monthly reports are done by the 10th of the following 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
- Proactive media outreach that includes daily phone pitching to targeted media
- Write and distribute news releases, pitches, award submissions and other PR materials
- Create content 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.
- A minimum of 90% of this position's time must be billable

Signature Agreeing to 2025 MPC Job Description:

Debs Loomis