



MartinGray PR, LLC

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ACCOUNT MANAGER

Responsibilities

- Seeks new business opportunities
- Provides high-quality professional advice and service to clients according to acceptable standards of the profession and the firm
- 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
- Reviews and approves accuracy of client time and expense reports necessary for invoicing, ensuring the attachment or inclusion of proper support data
- Demonstrates effective knowledge of print, electronic and Internet media, particularly those that impact client activities
- Writes effectively for various media as required
- 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