



Account Executive – Video Gaming & Entertainment

Zebra Partners is a fast growing and well-respected US and global public relations and marketing firm. Our expertise is in gaming, emerging technology and consumer entertainment products. We are looking to add a video game and/or consumer entertainment PR Account Executive to our team who can oversee and grow our gaming and streaming content division.

Who we are looking for: A savvy, account executive and media relations expert who is ready to dive in, work hard, and bring strong public relations and creative marketing concepts to life for our gaming and entertainment clients. We want someone who lives/eats/breathes video games and likes to be on the cutting edge of new entertainment and technology. We want someone that is always on the hunt for the latest trends, and will push the limits of PR and marketing and bring creativity (inspired by data) to our amazing gaming and entertainment clients. The person we hire can work virtually from anywhere in the U.S. and must be willing to travel for in-person meetings and industry events (post-Covid) on occasion.

About the position: The role is varied and exciting with the primary focus on account management, executing aggressive media relations activities, brand concepts, grassroots, social and influencer ideas for gaming, consumer and technology clients. This individual will be responsible for: overseeing or conducting research and media list development; media pitching and securing interviews, game previews and reviews; overseeing compiling of and writing for client coverage and impact reports; updating weekly status reports for clients; writing press materials and opinion pieces; event management; and research as needed for new business projects. Depending on qualifications, they may also work directly with clients in a Management capacity.

More about us: Zebra Partners is a women-owned, equal-opportunity company founded by three former executives from Nintendo with a diverse team across most of the major markets in the US, with the majority in Seattle. Zebra Partners is a permanent virtual agency, which allows the person in this role to work with team members around the country, and also have the flexibility of a home office. Team members are located in Washington, New York, New Jersey, California, Connecticut, Florida, Massachusetts and Texas. Having a diverse team, in all of its dimensions, is a high priority for us.

Requirements include:

- Professional experience of five years or more in the field of PR and/or marketing
- Experience in overseeing a client account, managing team members for maximum performance
- Ability to interface professionally and efficiently with client management
- Experience in video games or consumer entertainment required, mobile highly desired
- Strong media relations background, including working relationships with key technology and gaming media; strong pitching skills
- Excellent written and verbal skills; strong proficiency in writing press releases, pitches, program proposals
- Extraordinary organization skills and event management experience
- Must be self-motivating, able to work effectively remotely, and independently, meet deadlines
- Strategic thinker and initiator who can drive and keep a tight schedule
- Professional, personable, able to think on his/her feet
- Highly communicative; ability to present ideas succinctly and firmly
- Travel for periodic industry events and conferences
- Well versed in social media platforms and tools
- Proficient in Office applications (Word, Excel, PowerPoint) other software and communications tools

Desirables:

- Journalism experience
- Agency experience
- Experience with media databases, such as Cision, MuckRack, etc.
- Demonstrable experience delivering business results in social media

Rate: Salary commensurate with experience. Searching for full time employee.

Start Date: Immediately

Contact: careers@zebrapartners.net

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