

Howard Consulting Group seeks an experienced *Account Executive, Field Operations*. As a member of the public affairs team; the account executive is responsible for; advocacy, coalition building, grassroots mobilization, issues management, outreach and recruitment as well as special events and logistics.

### **Grassroots Mobilization/Coalition Building**

- Provide professional services to and for clients, including:
- Communicate on a regular basis via reports, letters, e-mail and visits to enhance and strengthen the relationship;
- Clearly advocate client positions and represent clients at events and meetings;
- Generate new ideas to advance client issues;
- Identify, recruit and create relationships with potential partner organizations to build coalitions and accomplish client goals; and
- Create and maintain a client-partner database detailing contact information, events and activities as well as progress.

### **Advocacy/Communication**

Communicate effectively with and for clients, including:

- Develop concise documents that effectively explain client positions on project issues and create handouts aimed at specific audiences;
- Create flyers to publicize client issues and events and develop materials for presentations and meetings;
- Work with colleagues to develop a plan for packaging and communicating client content;
- Communicate clearly and effectively when relaying information to clients or partners and ensure that all communication is consistently well organized, grammatically correct and requires minimal editing;
- Identify appropriate signatories for media opportunities, such as opinion editorials and letters to the editor; and
- Draft and compose key messages using social media channels, including Facebook, Twitter, Tumblr, Google+, Instagram and LinkedIn.

### **Special Events and Logistics**

Organize and coordinate the logistics for client events, including:

- Secure a location and finalize contractual details, such as food and beverage, layout and format, audio/visual and other amenities;
- Identify participants, create and send invitations, track responses and provide appropriate information prior to the event;
- Develop the program and agenda, recruit sponsors and speakers and connect stakeholders;
- Delegate tasks and responsibilities to staff members and ensure that all necessary materials are developed, produced and delivered in a timely manner; and
- Prepare an operating budget and keep track of costs and expenses.
- Research
- Research topics, ideas and issues relevant to current projects, events or clients;
- Ensure colleagues are notified of recent changes or trends within the industry;
- Track and monitor legislative policy, congressional hearings and political campaigns.

**Requirements:** Bachelor of Arts in Public Affairs, Communications or related field; Minimum of 4-5 year of professional experience (which could include internships) in a similar role; Campaign field experience required (local, state, and/or national level). The ideal candidate will be a dependable, self-starter with strong written oral and interpersonal communications skills. Some domestic travel and occasional evening and weekend work may be required.

To apply please send resume, cover letter, including salary requirements and two writing samples in attachment form to [jobs@hcgpublicaffairs.com](mailto:jobs@hcgpublicaffairs.com) with the subject line, "Account Executive." No phone calls please.

Howard Consulting Group, Washington, D.C. office, is a full-service public affairs firm with a proven track record of rallying diverse interests towards a common legislative, policy or political objective while always respecting the unique position of each partner. Please visit our website for more information: [www.hcgpublicaffairs.com](http://www.hcgpublicaffairs.com).

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