

# RAYNOR AVE.

Public Affairs

**Job Title:** Associate / Senior Associate

**Location:** Washington, DC

**Reports To:** Co-Founders

**Position Type:** Full-Time

## **About Us:**

Raynor Ave. has decades of unique expertise in public relations, crisis communications, campaign management, and government service in both Congress and the Administration.

We know how to communicate complex public policy where it counts. We have worked at firms big and small and have built campaigns that enhance brand awareness and reputation among key stakeholders, influence regulatory decisions and public policy, and drive effective earned media campaigns at the federal and state levels. Visit our website to learn more:

<https://www.raynoravenue.com/>.

## **Job Summary:**

We are seeking an experienced communications account manager to develop and handle client relationships and oversee strategic communication initiatives. The successful candidate will be responsible for managing a portfolio of clients, ensuring their communication needs are met, and driving successful campaigns. This role requires strong client management skills, strategic thinking, and a deep understanding of communication strategies.

## **Key Responsibilities:**

### **Client Relationship Management:**

- Serve as a point of contact for assigned clients, understanding their goals, objectives, and communication needs.
- Build and maintain strong, long-lasting client relationships through regular communication and strategic guidance.

### **Strategic Planning and Execution:**

- Develop and implement comprehensive communication strategies aligned with clients' business objectives.
- Oversee the execution of communication plans, ensuring all deliverables are completed on time and within budget.

### **Media Relations:**

- Foster and maintain relationships with media contacts, and proactively seek opportunities for media coverage.
- Assist in crafting compelling press releases, articles, and media pitches.

**Content Development:**

- Oversee the creation and editing of various communications materials, including press releases, articles, blog posts, and social media content.

**Campaign Analytics and Reporting:**

- Monitor and analyze the performance of communication campaigns, providing clients with regular reports and insights for optimization.

**Crisis Communication Support:**

- Assist clients in developing and implementing crisis communication plans, providing guidance and support during challenging situations.

**Budget Management:**

- Manage client budgets, ensuring all activities stay within allocated resources while maximizing impact and ROI.

**Qualifications:**

- Bachelor's degree in Communications, Public Relations, Marketing, or a related field.
- 2-6 years of experience in account management or related roles, preferably in a communications agency setting.
- Strong written and verbal communication skills.
- Demonstrated success in managing client relationships and leading communication campaigns.
- Proficient in using communication tools and platforms (e.g., MS Office, social media management tools, PR software).
- Excellent organizational and project management abilities.
- Ability to function at a high level on tight deadlines with changing priorities.
- Self-starter and ability to take initiative and work independently.
- Strong problem-solving skills and attention to detail.

**Preferred Qualifications:**

- Experience in crisis communications and issues management.
- Familiarity with graphic design (i.e. canva or Adobe) and multimedia software is a plus.
- A background, and strong interest, in public policy issues as they relate to the internet, telecom, and technology.

**How to Apply:**

Email your resume and cover letter to [Aaron Alberico](#) and [Beneva Schulte](#).

**Pay:**

\$50,000.00 - \$70,000.00 per year, commensurate with relevant experience.

Raynor Ave. is an Equal Opportunity Employer. We value diversity and are committed to providing employment opportunities to all qualified applicants without regard to race, color, religion, gender, national origin, age, disability or veteran status.