

## JOB DESCRIPTION – ACCOUNT MANAGER, SUSTAINABILITY & ESG

### Company Information:

Inspire PR Group, based in Columbus, Ohio, is a growing agency that provides award-winning communications, marketing, digital and public relations solutions for a wide range of clients. Our firm has a deep practice in sustainability, ESG, clean energy and social impact communications – and we believe in working with purpose in support of critical initiatives that benefit people and the planet, with a drive toward the triple bottom line of environmental, social and financial progress.

We are committed to delivering high-quality, innovative communications services that are carefully tailored to meet the individual needs of our clients. We are passionate about what we do and are proud of the clients we work for and the people who work with us. We offer a flexible work environment and are committed to the professional development of our team.

Inspire offers a competitive benefits package, including flexible (unlimited) paid time off; medical, dental, vision and life insurance; and 401K and profit-sharing retirement programs.

### Job Summary:

The Account Manager, Sustainability & ESG is charged with ensuring the successful development, implementation and day-to-day management of client accounts with a focus on sustainability, environment, social impact and corporate responsibility as well as an interest and understanding of the public affairs and policy issues important to these areas of focus. Account Managers oversee and manage accounts, develop strategic plans, mentor junior staff, as well as manage and motivate other staff members.

### Job Responsibilities:

- Prepare 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 to resource utilization. Ensures efficient execution of plans
- Develop and cultivate relationships with the client and external audiences
- Monitor, identify and inform clients regarding trends in sustainability /ESG
- Establish and nurture relationships with national, trade and specialty print, broadcast and digital media reporters covering sustainability and social impact
- Oversee day-to-day client projects and/or events to ensure the quality of work meets client's business objective and provides value
- Manage account administration duties, such as managing within budget, billing, accounts receivable and reporting
- Manage and mentor junior employees
- Handle appropriate media inquiries
- Write and review communications materials (e.g., news releases, backgrounders, fact sheets, bios, newsletters and pitch letters)

- Draft engaging social media content, serve as a community manager for social platforms, manage social media advertising campaigns (Facebook, Twitter, Pinterest, Instagram) and use monitoring and reporting software to develop comprehensive reports
- Develop materials on complex ESG issues (e.g., Q&A, research findings, CSR reports, speeches, collateral materials)
- Develop and place appropriate stories by and about the client in business, trade and consumer media as needed
- Identify new business opportunities and participate in new business activities (e.g., proposal writing, presentations)

#### **Minimum Qualifications:**

- 4+ years of previous relatable work experience in a sustainability communications role, in areas such as clean energy, environmental or related social impact business or NGO. Agency experience a plus.
- Bachelor's degree and/or previous work experience in public relations, communications, journalism, marketing or relatable field strongly preferred.
- Strong written and verbal communications skills and ability to juggle multiple tasks under tight deadlines.
- Proficient in using digital and media monitoring tools.
- Experience pitching national and sustainability media
- Ability to budget programs and understand the financial aspects of the client relationship.
- Ability to supervise and motivate staff members.
- Ability to travel occasionally as needed; frequency determined by client work.
- Strong computer skills, including MS Office (Word, Excel, PowerPoint).
- Intellectual curiosity and sense of humor.

#### **How to Apply:**

If you would like to join a fun and rewarding team environment, please send your résumé and writing samples to Marisa Long at [Marisa@inspireprgroup.com](mailto:Marisa@inspireprgroup.com).