



WINE & FOOD PR ACCOUNT EXECUTIVE

JOB DESCRIPTION

Award-winning, creative boutique marketing/PR agency based in New York and California, specialized in international and national wine, spirits and food accounts is looking for an Account Executive for its NYC office.

The agency is growing steadily and sets standards in the wine, spirits and food industry for innovation and results. While this is a fast-paced environment, the emphasis is placed on work/life balance. Additionally, we only represent clients that we respect and enjoy. Accounts include Champagne Laurent-Perrier, Wines of Alsace, Côtes de Bordeaux, Esporao, Rhône Valley Wines, Cognac, Long Island Wines, Paso Robles Wines, and more. Visit teuwen.com for more information.

The AE will be responsible for co-managing accounts and projects with a supervisor and juniors. She/he will manage multiple accounts and report to managers and the president.

Key Responsibilities

- Multiple account co-management, client contact
- Media relations campaigns creation and management (55% of the position) including creating pitches, distributing to appropriate media targets, placing regular stories, taking advantage of trends, seasonality, holidays, showcasing products and people, one-on-ones, desk-side tastings
- Social media: creation of content and strategies for clients and agency, management of freelancers
- Supervision of media, trade and consumer events: from small dinners to large trade or consumer events
- Reporting and analysis: monitor media, manage clipping service, revise reports, analyse results
- Manage ACs and interns
- Contribute to strategic programs for clients
- Participate in new business development campaigns

Qualifications

- 3-4 years minimum experience in wine/food/consumer PR/Marketing, preferably in agency
- Superior oral and written communications
- Proven media relations/pitching expertise and established contacts in wine, food and lifestyle media
- Strong organizational skills and attention to detail
- Multi-tasker
- Team player
- Result-driven, resourceful, passionate, creative
- Available for evening events, national and international travels
- Solid knowledge of Cision, Burelles, In Design

Salary & Benefits

Salary commensurate with experience

Health insurance

401K plan

Vacation package, 10 observed holidays & 5 sick day package

Please send resume and cover letter to careers@teuwen.com, thank you.

Note: Due to the volume of responses, please understand that profiles not matching this job description may not receive an answer.