



Position Announcement New Media Account Executive May 2021

Are you passionate about working with socially progressive nonprofits? Then join our team!

O'Brien Garrett is an award-winning direct response fundraising agency looking for a New Media Account Executive who will ensure our clients' digital fundraising programs are optimized and forward-thinking. They will serve as the primary point of contact for digital clients and will be responsible for managing day-to-day service tasks like facilitating email copy, client data collection and reporting, creating organizational memos for meetings and basic project management. A successful candidate is someone with a curiosity and passion for digital media who also wants a path for growth in an emerging department at O'Brien Garrett.

O'Brien Garrett is a collaborative team environment that encourages professional growth. You'll work side-by-side with a talented group of professionals committed to helping forward-thinking organizations realize their fullest potential. Headquartered in Washington DC, we also have a New Orleans office located in Bywater.

Essential Duties and Responsibilities

As a New Media Account Executive, you will:

- Manage the day-to-day online operations for assigned clients such as: collecting data, completing reports, attending client meetings, and making sure online projects run smoothly.
- Participate in client meetings and help counsel clients on best practices and industry trends to improve how their programs are performing.
- Use client data and develop industry knowledge that helps steer clients overall fundraising and advocacy program strategy.
- Work with the online director to develop new client marketing ideas and presentations of those ideas.
- Work with the analytics department to find new ways to spot in results, interpret those trends and identify ways to improve performance for our clients.
- Edit email and web content as needed.
- Write online campaign strategy memos that enable clients to understand our vision and direction for the program.
- Maintain online creative calendar and ensure that deadlines are being met.

Candidate Attributes

In order to serve our clients at the highest possible level, a successful candidate will need to demonstrate the following skills or have relevant previous experience that shows you can take on the tasks required:

- Attention to detail in editorial, data and creative work
- Ability to balance and prioritize workload and ask for help/guidance when overloaded
- Communication skills that are clear and effective
- Comfort with presenting our work to clients on the phone, via zoom, or very occasionally in person
- A willingness to learn new tasks and retain them
- The ability to shift focus swiftly when timelines change and roll with the quick pace of digital media
- Flexibility to work both independently and with a team
- Curiosity and enthusiasm for the work we do to serve our clients and a desire to help them achieve their goals

Additional preferred (but not required) skill sets include:

- Experience or willingness to learn how to write fundraising emails, edit and create proposals/presentations/memos, and comfort with basic analytics reports
- Prior experience with Google adwords tools and reporting
- Prior experience in working with nonprofits or fundraising
- Prior experience in marketing or digital media
- Prior experience with project management software like Slack & Asana
- Prior experience with Salesforce, SailThru, or Looker

To Apply

Please submit a detailed cover letter, your resume, and the contact information for three references as one PDF to jobs@obriengarrett.com using “New Media Account Executive” with your name as the subject of your email (e.g., New Media Account Executive – Jane Doe).

Our client work often focuses on policies that impact the most marginalized people in society — including people of color, people from disadvantaged communities, women, and LGBTQ people. We believe that these communities must be centered in the work we do. Hence, we strongly encourage applications from people with these identities or who are members of other marginalized communities.

O’Brien Garrett offers competitive salaries and a comprehensive benefits package including health benefits, flexible schedules, paid time off, 13 paid holidays, transportation stipend, and 401(k). Ideally the successful candidate will work out of the DC or New Orleans office, but remote candidates will be considered with the possibility of occasional travel.