



JOB DESCRIPTION – ACCOUNT MANAGER – FOOD & AGRICULTURE

Company Information:

Inspire, 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. 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 is proud to support clients across the agriculture sector. With 50+ years of combined experience working directly with farmers, state and national commodity organizations, food brands and agribusiness organizations, our firm has developed unparalleled agriculture experience. Our team excels in building consumer trust and confidence by telling the story of food production and agricultural advancements in a compelling, honest and relevant way.

Inspire offers a competitive benefits package, including paid time off (PTO); medical, dental, vision and life insurance; and 401K. We offer a hybrid work schedule, with two days per week required in the office. The full team is in on Mondays and then each team member has the choice of whether to be in-office on either Tuesday or Thursday. Occasionally, additional days or time in the office may be required.

Job Summary:

The Account Manager is charged with ensuring the successful development, implementation and day-to-day management of client accounts. Account Managers oversee and manage accounts, develop strategic plans, train junior staff, as well as manage and motivate other staff members. The individual will work primarily with food and agriculture clients.

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 with regard to resource utilization. Ensures efficient execution of plans
- Develop and cultivate relationships with the client and external audiences
- 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
- Oversee all aspects of major events for clients
- Handle special 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 (Meta, Pinterest, LinkedIn) and use monitoring and reporting software to develop comprehensive reports
- Develop materials on complex issues (e.g., Q&A, speeches, collateral materials)
- Develop and place appropriate stories by and about the client in food and agriculture, business, trade and consumer media as needed
- Identify new business opportunities and participate in new business activities (e.g., proposal writing, presentations)

Minimum Qualifications:

- 5+ years of previous relatable work experience. Agency experience preferred.
- Experience working in food and agriculture communications.
- An interest and a passion for telling the story of food and farmers.
- Bachelor's degree and/or previous work experience in agriculture/food business, public relations, communications, journalism, marketing or relatable field strongly preferred.
- Proven track record of cultivating and growing client relationships.
- 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 media and working with influencers.
- 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 Hinda Mitchell at hinda@aboutinspire.com.