

## OVERVIEW

A Director is a seasoned professional with client leadership responsibilities, as well as significant staff and administrative duties. He or she contributes directly to the management of major accounts, business development, a specialized practice or service area and team management.

A Director is expected to demonstrate leadership across five areas, which include:

- **Business Development:** he or she can identify new business opportunities that result in enhanced market penetration and cross selling opportunities that will contribute to the growth and development of the Firm
- **Service Excellence:** he or she has an exceptional ability to manage client relationships and demonstrates a deep knowledge and understanding of industry and economic conditions impacting the client's business
- **Management Effectiveness:** he or she actively participates in decision-making related to the internal functioning of his/her practice group, and promotes collaboration to attain individual, team and Firm goals
- **Leadership Effectiveness:** he or she contributes to the Firm's talent recruitment and management efforts by making our people a priority
- **Visibility:** he or she actively participates in activities which enhance his or her own personal brand and visibility for the Firm

## RESPONSIBILITIES

### Business Development

- Builds strong, enduring client relationships
- Identifies and leads new business opportunities
- Participates in and leads the development and adoption of new products and services
- Demonstrates an entrepreneurial spirit
- Identifies opportunities to extend and expand our work with existing clients

### Service Excellence

- Provides professional leadership on mandates which ensures exceptional client service
- Delivers strategic counsel to the Firm's clients to guide their business and communications objectives and challenges
- Possesses excellent written and verbal communications skills, and an ability to craft a compelling story which can be shared across multiple channels
- Demonstrates strong project management skills and ability to deliver mandates on time and on budget
- Oversees quality control of team assignments including writing, pitching, proposals, reporting and delivery

### Management Effectiveness

- Leads project and financial management planning, implementation, and project teams
- Works with senior leadership to establish achievable revenue growth targets annually
- Remains abreast of emerging technologies and trends and demonstrates expert understanding of how they integrate into communications programs

### Leadership Effectiveness

- Demonstrates a collaborative spirit, showcases exceptional interpersonal skills with the Firm's clients and colleagues across the NATIONAL network
- Exemplifies and encourages an environment of teamwork and cooperation
- Seeks out and facilitates the engagement of cross-practice, cross-network teams to match client needs with the appropriate capabilities and resources from across the NATIONAL network
- Mentors, coaches and supports team members and ensures staff continue to grow professionally
- Exemplifies and lives NATIONAL's values of quality, innovation, commitment, respect, collaboration, integrity and responsibility
- Helps attract new talent and works to build a team with diverse views and backgrounds
- Develops staff to become capable of assuming more senior roles
- Sets achievable goals and tasks, delegate opportunities and provide resources for direct reports to meet their goals; consistently measures and recognizes goal achievement

### Visibility

- Engages in opportunities to showcase NATIONAL's expertise by participating in conferences and networking events, and by writing thought leadership pieces
- Participates in identifying relevant opportunities for team members at all levels to participate in which increases visibility for the Firm and helps enhance the personal brand of our consultants
- Develops his or her own personal value proposition or subject matter expertise and develops a plan to leverage that in the market and supports others with their brand and the office visibility
- Maintains an active presence on social media platforms, and creates content to showcase personal subject matter expertise