

OVERVIEW

An associate holds a junior–level consulting position and works under the close supervision of senior staff. He or she is expected to have a preliminary understanding of the principles and practices of public relations and will support tactical implementation on behalf of NATIONAL's clients.

REQUIREMENTS

- College or university degree or equivalent
- Post-secondary courses in public relations or a relevant field
- At least two years of work experience preferred
- Intermediate writing skills
- Novice-level presentation skills
- Excellent interpersonal and telephone skills
- Knowledge of local media preferred

RESPONSIBILITIES

Business Development

- Assist new business development by doing research, collecting information, creating competitor profiles, etc.
- Prepare for/participate in new business pitches and creative sessions
- Begin to establish contacts in client organizations, among suppliers and within the industry

Consulting Process

- Conduct research to support client mandates
- Compile and manage databases and lists
- Attend meetings as part of the consulting team and prepare meeting notes
- Work in conjunction with a consultant or senior consultant in handling the day-to-day client business
- Participate in tactical implementation of events and programs
- Handle on-site coordination at client events
- Supervised involvement in media relations
- Assist in organizing and planning of media training if required
- Write first drafts of materials for editing by senior staff
- Document public relations projects
- Manage supplier relationships for a client
- Understand the media landscape and its functioning, with an appropriate level of contacts
- Knowledge of online communications and their application to client work

Team Management

- Provide support to team members and accounts within their practice and to colleagues in general when required
- Proofread and edit work of colleagues
- Keep senior team members informed of work in progress

General and Fiscal

- Ensure that assigned responsibilities are completed efficiently, effectively and on time
- Participate on internal committees and planning of company initiatives
- Provide associate-level services to other business units as required
- Proactively meet billing targets and seek out opportunities for project work
- Be accountable for learning the business, the industry and specific specialty skills
- Provide support to budget development and management
- Adhere to budgets

HR Management

- Demonstrate responsibility for own individual development and expand knowledge through direct experience, internal development and training courses, as necessary
- Adhere to high standards of service excellence for the Firm and the client

SKILLS

- Intermediate writing skills with demonstrated potential for more advanced work; includes ability to write first draft of various materials and to proofread material with a high degree of accuracy
- Ability to create and manage databases
- Ability to implement portions of communications plans and/or programs
- Basic presentation skills
- Strong demonstrable computing skills with all the main programs used by the company, e.g., MS Word, Excel, PowerPoint

PERSONAL ATTRIBUTES

- Exemplifies the core values of the Firm: quality, innovation, commitment, respect, collaboration, integrity and responsibility
- Energetic and hardworking
- Strong organizational skills, including ability to prioritize and to balance multiple mandate priorities and demands
- Willing to share information and ideas
- Flawless attention to detail
- Professional attitude and demeanour
- Works with a sense of urgency
- Adaptable to different client situations and cultures