

## OVERVIEW

A key client team member, a Consultant reports to senior staff and supervises the work of more junior team members. He or she is expected to:

- Have a firm grasp of the principles and practices of public relations
- Be responsible for the development and execution of communications programs
- Develop client relationships.

## REQUIREMENTS

- College or university degree or equivalent
- Post-secondary courses in public relations or a relevant field
- At least four years' work experience, including three + years in public relations or a relevant field
- Professional development in business, marketing or specialized field(s)
- Intermediate writing and presentation skills
- Specialized field of knowledge, depending on practice group requirements
- Industry knowledge and familiarity with industry issues, as appropriate
- Strong network of contacts in public relations or relevant field

## RESPONSIBILITIES

### *Business Development*

- Undertake to learn more about clients in a structured manner to better understand their goals and business strategies
- Remain alert to opportunities to provide additional services, and communicate these to the project/client manager or superior
- Develop further business with clients, in conjunction with other team members
- Contribute to business development through research, brainstorming, program and proposal writing, presenting and developing contacts

### *Consulting Process*

- Serve as day-to-day manager for client on accounts
- Attend and contribute to client meetings
- Write or draft communications programs, news releases, articles, etc.
- Lead tactical implementation of events and programs
- Conduct all forms of media pitches and follow-up calls, and/or build relationships with target audiences
- Ensure quality control for own product

### *Team Management*

- Keep other team members abreast of project status on an internal level
- Supervise work completed by coordinators and associates; report progress to manager(s)
- Provide guidance to junior staff within the group

**General and Fiscal**

- Develop, manage and adhere to budgets
- Prepare invoices
- Play an active role on internal committees and planning of company initiatives
- Continuously seek to improve personal areas of expertise
- Take responsibility for own professional development
- Remain actively informed about the Firm's client roster, full service offering and areas of expertise

**HR Management**

- Participate in recruitment efforts as required
- Provide and act on constructive feedback

**SKILLS****General and Fiscal**

- Can manage accounts to high standards of service, on time, on strategy and within budget limits
- Able to develop, track and adhere to budgets
- Good understanding of invoicing process and able to review and approve invoices
- Can communicate clearly to team members about time and budget guidelines

**Technical**

- Proficient in writing and editing documents
- Strong analytical capabilities
- Able to develop communication plans and/or programs
- Broad knowledge of media in area of specialty, including established relationships with media representatives, as appropriate
- Intermediate presentation skills
- Capable of learning and applying business development skills

**Consulting Process**

- Can successfully manage the client-consultant relationship
- Able to learn quickly about the needs of clients and their service requirements
- Able to establish client service objectives and create a plan to fulfill these objectives
- Can identify, communicate about and propose solutions for any client service problems that may arise
- Able to manage day-to-day accounts, from mandate definition to budget development and through to invoicing, ensuring timely delivery to client deadlines
- Can offer counsel to clients in many different situations
- Able to manage relationships with suppliers and partners on Firm's and clients' behalf

**Business Development**

- Intermediate skills in new business development; can work with team members to identify and capitalize on business opportunities
- Good networking capabilities

## PERSONAL ATTRIBUTES

- Exemplifies the core values of the Firm: quality, innovation, commitment, respect, collaboration, integrity and responsibility
- Energetic and hardworking
- Strong organizational skills
- 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