

OVERVIEW

A manager is a seasoned professional with client-facing responsibilities as well as significant administrative duties. He or she contributes directly to the management of one or more of the following:

- a group of consultants
- a specialized practice or service area
- one or more large client accounts.

REQUIREMENTS

- University degree or equivalent
- 10+ years in the communications profession or in a public relations consulting or staff profession
- A growing reputation in the communications industry and/or specialty
- Demonstrated ability to handle a variety of difficult and challenging assignments
- Strong network of contacts in public relations or relevant field

RESPONSIBILITIES

Business Development

- Identify opportunities, respond to and lead the development of business proposals and pitches
- Develop ongoing, year-to-year client base
- Maintain and grow accounts by recognizing and capitalizing on emerging opportunities
- Participate in activities to market the Firm

Consulting Process

- Manage large, complex and demanding client mandates and budgets including providing communications planning, strategy formulation, writing and client counsel
- Establish and maintain relationship of trust with clients
- Provide professional/technical leadership across multiple and diverse mandates
- Gain client confidence at a senior level within organizations by demonstrating knowledge, understanding and skills in their industry
- Ensure quality control for mandates within area of responsibility
- Conduct post-mandate reviews with a partner and the team to assess the client relationships and management/development
- Ensure appropriate level of partner participation in client relationships
- Demonstrate a strong grasp of current events and the media landscape and an understanding of how they provide context for clients' and own business

Team Management

- Optimize resources by leveraging skill sets and expertise from across the NATIONAL network
- Lead the team in the management and growth of client business
- Exemplify and encourage an environment of teamwork and cooperation
- Provide guidance to junior staff within the group

General and Fiscal

- Manage accounts to high standards of service, on time, on strategy and within budget
- Develop and manage client budgets and invoices
- Handle at least one major administrative function (e.g., training, special company marketing initiatives) and play an active role in various other initiatives (e.g., Committee chair or member, prepare and deliver content at professional development sessions, lunch & learns etc.)
- Assume responsibility for fiscal management, including planning, managing and monitoring workflow and budgets
- Ensure that billing targets are reached for the individual employee and team or group
- Maintain an active presence in the communications industry and business community, including professional associations, committee work, speaking platforms, professional articles and media exposure

HR Management

- Play an active role in coaching and facilitating long-term career development of staff
- Participate in recruitment and training of new staff
- Provide constructive feedback to team members
- Share skills, knowledge and expertise and train junior team members when appropriate
- Contribute to human resources management such as recruitment efforts, performance reviews and promotion recommendations
- Manage human resource issues under his or her responsibility as they arise

SKILLS**General and Fiscal**

- Ability to set and manage multiple priorities, in particular, for complex mandates
- Well-developed analytical skills
- Sound operational and financial management skills

Technical

- High-level strategic writing skills
- Excellent presentation skills
- Ability to develop complex communications plans and/or programs
- Demonstrated professional/technical leadership across multiple, complex and diverse mandates

Consulting Process

- Proven project management skills:
 - Resource allocation
 - Budgeting
 - Project prioritization
- Ability to identify, communicate about and propose solutions for any client service problems that may arise
- Ability to manage relationships with suppliers and partners on Firm's and client's behalf
- Broad knowledge of media in area of specialty, including established relationships with media representatives

Business Development

- Solid marketing and business development skills
- Recognized expertise in area of specialty; speaks, writes, instructs

HR Management

- Skilled in:
 - Coaching
 - Professional development
 - Recruitment and selection
- Demonstrated leadership capacity

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