

OVERVIEW

A senior consultant holds increasing responsibility for account management, client relations, communications strategy and people management. He or she handles a wide range of assignments and offers effective counsel to clients on complex issues and problems, as well as contributing to the good functioning of the Firm through internal responsibilities.

REQUIREMENTS

- College or university degree or equivalent
- Minimum seven years in a public relations consulting or staff position or a relevant field
- Senior-level writing, presentation and strategic/creative skills
- Superior knowledge/expertise in one or more functional specialties and/or business sectors
- Strong network of contacts in public relations or relevant field
- Industry knowledge and familiarity with current affairs

RESPONSIBILITIES

Business Development

- Contribute to business development by identifying opportunities, pursuing leads, writing programs and proposals, marketing the Firm and participating in professional associations
- Leverage his or her network of contacts to identify and enhance business opportunities
- Enthusiastically educate clients about the products and services of the Firm
- Market his or her specialized knowledge/expertise/capabilities through appropriate channels

Consulting Process

- Ensure that client's needs and expectations are understood and managed
- Establish client service objectives and create a plan to fulfill these objectives
- Develop strategies as required, including media relations strategy, and provide senior level client counsel
- Manage complex projects and programs
- Consult on important and difficult issues in area of specialization or field of expertise
- Research and write sophisticated materials, e.g., speeches, complex news releases and marketing materials and policy documents
- Plan events and programs and supervise their implementation
- Ensure quality control for finished product delivery
- Manage client crises and issues

Team Management

- Build client teams, including bringing relevant resources onto team from throughout the Firm
- Distribute and supervise workload among more junior to team members
- Clearly communicate all time and budget guidelines to team members
- Provide guidance to junior staff within the group

General and Fiscal

- Contribute to the internal functioning of the Firm by leading or playing an active role for various initiatives (e.g., committee chair or member, prepare and deliver content at professional development sessions, lunch & learns, etc.)
- Demonstrate a working knowledge of practice economics and profitability in the management of accounts and mandates
- Raise awareness about specialized knowledge/expertise/capabilities throughout the Firm

HR Management

- Contribute to the development of individuals within members of his or her team or practice group
- Set and achieve high performance expectations which are motivating and results oriented
- Provide constructive feedback to team members
- Build skills and capabilities of others through coaching and guidance
- Create and sustain a dynamic work environment through enthusiasm and open communication
- Participate in recruitment efforts

SKILLS**General and Fiscal**

- Ability to set and manage multiple priorities based on relative importance and urgency
- Ability to set and manage budgets, as well as prepare invoices
- Strong analytical skills

Technical

- Strategic writing skills
- Excellent presentation skills
- Ability to develop communication plans and/or programs
- Broad knowledge of media in area of specialty, including established relationships with media representatives

Consulting Process

- Ability to successfully manage client-consultant relationships
- Ability to learn quickly about the needs of clients and their service requirements
- Ability to identify, communicate about and propose solutions for any client service problems that may arise
- Ability to manage day-to-day accounts, from mandate definition to budget development and through to invoicing, ensuring timely delivery to client deadlines
- Ability to manage relationships with suppliers and partners on Firm's and clients' behalf

Business Development

- Skilled in new business development; can work with team members to identify and capitalize on business opportunities
- Strong networking capabilities

HR Management

- Demonstrated potential for 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