

## OVERVIEW

A seasoned professional, a vice president has responsibility for one or more of the following:

- A group of consultants
- A specialized practice or service area
- A significant portfolio of client accounts
- Generating significant new business for the Firm.

## REQUIREMENTS

- University degree or equivalent
- 10+ years in the communications profession, in a senior business position, or in a public relations consulting or staff position
- Track record in client service excellence and relationship building and/or deep sectoral knowledge and specialized expertise
- Widely respected by peers in the industry

## RESPONSIBILITIES

### *Business Development*

- Identify, respond to and lead new business pitches
- Maintain significant, ongoing year-to-year client base
- Maintain and grow accounts by recognizing and capitalizing on emerging opportunities
- Initiate, develop and maintain relationships with KOLs

### *Consulting Process*

- Demonstrate a strong grasp of current events and the media landscape and an understanding of how they provide context for clients' and our own business
- Set and manage client expectations
- Identify and manage issues and develop solutions to complex problems
- Establish and maintain relationship of trust with clients
- Deliver wise counsel in a firm and confident manner
- Ultimate responsibility for quality control on all mandates
- Conduct post-mandate reviews with a partner and the team to assess the client relationship management/development
- Ensure appropriate level of partner participation in client relationships

### *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
- Play an active role in coaching and facilitating professional development of staff
- Exemplify and actively foster an environment of teamwork and cooperation

**General and Fiscal**

- Contribute to establishing the strategic direction of the Firm by participating in the strategic and business planning process
- Assume responsibility for performance and management of his or her practice group, service or a significant group of consultants
- Play a lead operational role in financially significant mandates or those of strategic importance
- Add value to the Firm by taking responsibility for the Firm's operations, and product and services development
- Handle at least one major administrative function (e.g., training, special company marketing initiatives)
- Maintain an active presence in the communications and/or business community through networking, professional associations, committee work, speaking platforms, placed articles and media exposure
- Understand and use appropriate financial and management tools to achieve client and Firm objectives
- Manage the achievement of billable targets on an individual, group or account, office and Firm-wide basis
- Ultimate responsibility for budget management and invoicing
- Contribute to achieving financial performance objectives of the group, office and Firm

**HR Management**

- Play a key role in the recruitment of new staff
- Responsible for performance review, professional development and promotion processes within his or her practice/office
- Take personal responsibility for mentoring and long term career development of staff
- Manage human resource issues under his/her responsibility as they arise

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

- Superior analytical skills
- Sound operational and financial management skills
- Demonstrated creative capabilities and ability to recognize and facilitate creativity in others

**Technical**

- Demonstrated professional/technical leadership across multiple, complex and diverse mandates
- High level, strategic writing skills
- Superior presentation skills

**Consulting Process**

Proven project/mandate management skills in:

- Resource allocation
- Budgeting
- Project prioritization

**Business Development**

- Solid marketing and business development skills
- Perceived as a thought leader in area of specialty; speaks, writes, instructs

***HR Management***

Well developed skills in:

- Coaching
- Leadership
- Performance reviews
- Professional development
- Recruitment and selection

**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