

SENIOR ASSOCIATE, (Corporate, Brand Marketing, Technology)

I. Job Summary:

A. Purpose:

The incumbent will partner with Client representatives in carrying out the Client's business and communications goals; provide counsel and assistance. Manage day-to-day aspects of the account.

B. Business Objectives:

To add Client value, maintain and grow business through hands-on project management. Identify problems and opportunities and recommend possible courses of action to the Client Leader.

II. Primary Responsibilities:

- Play a key role of an in-depth industrial analyst for the Client
- Develop and foster a relationship with the Client and external audiences
- Research, design, develop, implement, and manage routine client projects
- Oversee day-to-day planning of major events
- Handle media inquiries
- Review materials (e.g. pitch letters, news releases, backgrounders, fact sheets, bios and newsletters) prepared by Associates or Client Executives.
- Develop materials on complex issues (e.g. Q&A, speeches and collateral materials).
- Develop, pitch and place positive stories by and about the Client in business, trade and consumer media, when appropriate.
- Maintain steady and positive Client presence in trade media through releases, contact and responsiveness to inquiries/requests.
- Maintain clear and consistent communication between the Client and account team.
- Partner with Client and other communications firms (i.e. ad agencies) to develop and complete communications plan.
- Contribute to program development for the Client and new business proposals. Must see that these are grounded in the principles of Perception Management
- Handle account administration duties, such as billing and activity reports.

III. Organizational Associations:

A. Supervision:

Reports to:

A Senior Associate may report to a Manager, Director or Managing Director. A Senior Associate works under general supervision.

Supervising:

Senior Associate may be responsible for giving day-to-day direction to an Associate, a Client Executive, or Secretary.

B. Internal Communications and/or External Vendors:

A Senior Associate oversees work for the Client with junior account handlers, internal service departments, external vendors, news media, and other Ad/PR agencies.

V. Skills Required:

- Good oral, editing and writing skills
- Must have excellent interpersonal skills
- Ability to write strategic materials for Client
- Ability to generate ideas and think creatively
- Ability to supervise the work of junior account staff
- Understand the principles of Perception Management
- Ability to supervise multiple tasks simultaneously
- Skills in project management
- Skills in developing and delivering business presentations
- Skills in listening to others
- Proficient in computer software

V. Recommended Background:

- In-depth knowledge of the industry (energy, FMCG, IT/Tech, Luxury/Lifestyle, Automobile etc.)
- Be able to develop specific knowledge in the practice area.
- Proficient understanding of the field of public relations/ corporate communications
- Detailed knowledge of media relations from key trade publications to national outlets
- Good knowledge of new media.
- Work at a professional and/or experienced level. Experience in consulting, analysis and journalism focusing on the relevant industries is preferred.
- University degree is a must; MS / MA / MBA preferred.