

SENIOR MANAGER / MANAGER (Technology and Brand Marketing)

I. Position Summary

The incumbent, partnering with the Practice Leader, contributes to the growth and performance of the Practice in China by leading large complex client relationships and programs; participating in significant new business work; attracting new talent and developing and retaining existing staff; and enhancing the Practice's intellectual capital by driving innovation, developing new products and services, and leveraging the strategic platform of knowledge, insights and ideas.

The incumbent will play the role of Manager for day-to-day activities of the account team and projects. The Senior Manager / Manager will add Client value, insure Client satisfaction and maintain and grow business by managing the team.

II. Primary Responsibilities

- Develop and cultivate relationship with the Client and external audiences.
- Oversee day-to-day Client projects and/or events to insure the quality of work meets Client's objective and in a manner that provides value.
- Manage account administration duties such as billing and financial reporting.
- Recommend and implement initiatives that improve the public's perception of the Client.
- Oversee all aspects of major events for Client.
- Handle special media inquiries.
- Review materials (e.g. pitch letters, news releases, backgrounders, fact sheets, bios, 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.
- Cultivate 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.
- Research, assist in and present new business proposals.
- Develop original research, surveys and market studies for existing and new business proposals.
- Develop complete communications plans for Clients.

III. Organizational Associations:

A. Supervision:

Reports to:

Senior Manager / Manager may report to Managing Director & Practice Leader. A Senior Manager / Manager works under little supervision.

Supervising:

Senior Manager / Manager may be responsible for supervising work of Senior Associates, Associates, Client Executives and / or Team Coordinator. Senior Manager / Manager contributes to the professional development of their staff.

B. Internal Communications and/or External Contacts:

Senior Manager / Manager oversees work for the Client with junior account handlers, internal service departments, external vendors, news media, and other Ad/PR agencies and also works with senior account handlers and Client representatives.

IV. Personal Attributes

Senior Manager / Manager has the stature and confidence to quickly establish their credibility at the senior levels through their knowledge and experience. They are able to manage complex relationships diplomatically and consultatively. They have an in-depth knowledge of their business and geography and are able to speak knowledgeably about market opportunities and trends. They are enthusiastic champions of the firm, able to communicate Burson-Marsteller's qualities and capabilities internally and externally. They demonstrate personal resilience in the way they persist with long-term goals and act decisively to address opportunities and problems. They mentor and coach at all levels and serve as a role model for the next generation of the firm.

V. Skills and Knowledge Required

Demonstrated ability to:

- Provide strategic counsel while taking a long-term perspective
- Maintain an in-depth understanding of the client's business and challenges
- Profitably maintain, grow and develop business, applying an in-depth knowledge of financial and business concepts while meeting the objectives of the client
- Attract, develop and retain talent
 - Actively identify new talent
 - Manage teams and individuals to enable them to perform to their fullest potential; set clear expectations and demand high performance
 - Motivate teams and individuals
 - Match the needs of the client to the knowledge/expertise of the team members
- Quickly identify problems, make the tough decisions and implement swift action plans
- Think creatively and strategically
- Resolve conflict and negotiate effectively and tactfully

General Knowledge required:

- Strong oral, writing, and editing skills in both Mandarin & English
- Must have excellent interpersonal skills

- Ability to supervise and motivate the work of account staff
- Ability to handle and manage stressful situations
- Ability to develop and present new business pitches
- Ability to manage numerous projects simultaneously
- Strong ability to develop and deliver presentations and pitches to Clients
- Ability to think creatively
- Conversant with the principles of Perception Management
- Ability to plan strategically and globally
- Ability to write strategic materials for Client
- Extensive knowledge of B-M resources, culture, and system
- Understanding of the business' financial aspects
- Proficient in computer software

VI. Recommended Background

- A minimum of 6 years experience working for a PR / Consulting firm in the China Market, with a focus on public relations, public affairs, brand marketing, CSR, corporate communications, strategic consulting, government relations advisory, policy counseling is highly preferred.
- Bachelor degree required. Master degree / MBA is a plus.