



## **Greentarget Seeks Associate Vice President for Chicago Office**

### **Who We Are:**

Greentarget is a public relations firm focused on serving B2B organizations. Since 2005 Greentarget has helped its clients contribute skillfully to the conversations that help them achieve business objectives and build meaningful relationships. We believe that in an era of rampant noise, great ideas and smart perspective deserve to be heard, and that true thought leaders have a responsibility to participate elevate the broader conversation.

We focus our work in seven primary areas: Media Relations, Research & Market Intelligence, Thought Leadership Development, Executive & Corporate Communications, Crisis & Litigation Communications, Content Development and Digital.

We are a destination for talented, ambitious professionals with deep, abiding intellectual curiosity who want to master our proven process so they can drive exceptional levels of service, results and value for our clients. Our team exudes grit, seeks out the personal stretch, rises to the challenge of mastering complex business issues and understands that by embracing professional challenges they can thrive in every other aspect of their lives.

We are also a pretty damn fun group of people.

There are 40+ Greentarget team members in Chicago, New York, Los Angeles and San Francisco offices, and 20 in London. As part of our continued growth in the Midwest, we are looking for an Associate Vice President with an entrepreneurial itch, to service clients, manage staff, and contribute to the firm's strategic growth and innovation.

### **Who We Are Looking For:**

The successful Associate Vice President (AVP) candidate will ideally have seven to ten years of public relations experience, preferably in an agency, and will embody Greentarget's Core Values: hard work, risk taking, authenticity, creativity, and personal and team growth. Reporting to a member of the Senior Leadership Team, the AVP will be responsible for:

- Directing and overseeing the work of all team members on AVP's accounts, providing leadership, guidance, editing and constructive feedback
- Serving as a career mentor (supervisor) to members of the Associate group
- Counseling clients directly on media strategy and other daily PR needs
- Meeting all accountability measures including revenue growth target, profitability metrics, team health, client satisfaction, adherence to Greentarget Way and service line introductions
- Initiating and leading account brainstorming sessions, developing and editing media-savvy plans and creating initiatives that improve the public's perception of the client
- Developing and recommending ways to advance ongoing initiatives for clients that will grow relationships
- Creating client opportunities to take advantage of their positioning or to create a footprint in the realm of the larger industry
- Assigning and editing client-ready research documents developed by more junior staff on a variety of complex issues
- Regularly reporting project updates on clients the AVP works on outside the AVP's group

- Actively reporting on status updates and staff needs in group director meetings including monthly staffing and business review sessions
- Ensuring all account team members have a general knowledge of clients' goals and business priorities in order to contribute to the strategic and creative development of tactical programming
- Assigning and editing various writing assignments (press releases, media advisories), research, media relations (including developing strategic and creative pitch angles, story ideas and placing positive stories), speaking opportunities and other credentialing/earned media projects
- Editing high-level reporting and data presented to client
- Assigning and – overseeing as needed – team members developing, managing and maintaining strategic media lists, editorial calendars and other important client infrastructure items
- Executing communications programming across accounts within and outside the AVP's group
- Exhibiting deep understanding of clients' businesses and regularly generate new ideas across assigned accounts
- Deliberately and demonstrably contributing to Greentarget's administrative and business priorities, via provided paths (e.g. operational team, pro bono work, blog writing, networking events, new business pitches, GT innovation initiatives, firm-branded research or content)
- Leadership and consistent demonstration of GT's Client Engagement Process and GT Way

#### **Job Skills and Requirements:**

- Proven ability to successfully manage client accounts
- Excellent media relations skills
- Excellent written and verbal communication skills
- Excellent organizational and planning skills
- Strong knowledge of online/digital media platforms
- Excellent problem-solving skills, with the ability to prioritize and perform multiple tasks in time critical situations
- Excellent record of consistently meeting deadlines, recommending amplification for assigned work, leading successful teams and mentoring junior employees
- Demonstrated specialized industry knowledge and an understanding of clients' businesses
- Ability to be discreet and maintain confidentiality
- Ability to manage up and seek assistance when appropriate
- Ability to build rapport, work effectively, collaborate within a multidisciplinary team, and to lead teams, with all levels within the organization, as well as the ability to work independently
- Excellent track record of building relationships and handling requests with professionalism and diplomacy
- Highly self-motivated, resourceful and detail-oriented
- Comfortable working within a fast-paced, dynamic environment

#### **Education and/or Experience:**

- Bachelor's degree
- 7-10 years client service experience, preferably in an agency
- 2-4 years management experience
- Computer literacy, including fluency in Word, Excel & PowerPoint