



## Senior PR Consultant

### 1. Overview of typical responsibilities:

- Develop and cultivate relationship with the client and external audiences
- Oversee client projects and events to ensure quality of work meets client objectives
- Develop strategic plan and seeing through implementation
- Develop and place material (where appropriate) on complex issues
- Maintain clear and consistent communications between client and client team
- Partner with client and other parties to develop and complete the plan
- Research, assist and present new business proposals
- Recommend and implement initiatives that improve the public's perception of the client (where this is the brief)
- Manage development of junior staff and take the role of career development manager in appropriate instances

### 2. Skills/experience required

- Strong English language capability and competency
- Strategic and analytical thinking
- Ability to counsel clients on business communications and positioning opportunities, challenges, issues
- Creative problem-solving; good intuition and anticipation
- Ability to supervise and motivate the work of client team
- Ability to handle and manage situations under pressure
- Ability to develop and present business proposals
- Ability to write strategic materials for client
- Understand financial aspects of the business
- In-depth knowledge of media environment
- Broad-based general knowledge of macro economic, business, political and social environment (local and global)
- Broad understanding of client business
- Broad understanding of industry in which client operates
- PR agency experience on a broad range of clientele is a must

### 3. Measurement and Evaluation

- Based on agreed goals with Director/Group Managing Director
- Overall income growth of clients
- Contribution to overall company revenue