**[Associate Director / Director]**

**[Job Specification Template]**

***Please note:*** This job specification is as a generic template and does not fully capture the unique requirements and characteristics of an individual company and role. Job specifications are typically tailored to organisations, considering factors such as company culture, values and strategic objectives.

At Reuben Sinclair, we understand the importance of creating personalised job descriptions that accurately reflect a company's ethos and the expectations of the role. We recognise that a one-size-fits-all approach does not convey the nuances and intricacies of individual organisations and the responsibilities associated with the position.

**Benefits of a bespoke job specification:**

1. **Alignment with company values:** A bespoke job specification ensures that the role is aligned with your company's mission, vision, and values. It highlights the unique aspects of your culture and what sets you apart as an employer of choice.
2. **Enhanced candidate attraction and employee retention:** By articulating the specific skills, attributes, and experiences that you are seeking, a tailored job specification not only attracts qualified candidates who share your values and aspirations but also creates a clear promotion pathway that motivates and retains talent.
3. **Improved candidate/employee experience:** A comprehensive and transparent job description establishes clear expectations for potential candidates and fosters an open environment for current employees, contributing to a positive experience for all talent from application to onboarding and beyond.
4. **Supports your Employee Value Proposition (EVP):** A tailored job specification reinforces your EVP by showcasing the benefits of working at your organisation, including career development opportunities, work-life balance initiatives, and unique perks and benefits.

**How Reuben Sinclair Can Help:**

If your organisation requires a customised job specification or assistance in defining its EVP and company values that attract and retain talent, Reuben Sinclair offers tailored services to meet your needs. Our team of experienced HR & Talent Management professionals can work closely with you to create compelling job descriptions (and more) that accurately reflect your company's culture, values, and strategic objectives, helping you attract and retain the best in the industry.

For more information about our services or to discuss your specific requirements, please contact Rohan Shah on [Rohan@reuben-sinclair.com](mailto:Rohan@reuben-sinclair.com)

Job Title: Associate Director / Director

Reporting to: Managing Director

Location: Hybrid / London Office (3 days per week)

Salary: Outline salary banding

**The Company:**

Provide an overview of your company ensuring you outline your organisation’s EVP and the values upon which the company operates.

**The Purpose of the Role:**

As a Director, you will play a strategic role in shaping the agency's growth trajectory, driving business development initiatives, and providing leadership to our talented team of professionals. This role requires an experienced PR leader with a proven track record of success, strong leadership skills, and a passion for delivering creative and impactful client solutions.

**Key Responsibilities:**

**Strategic Leadership:**

* Provide strategic direction and vision for the agency, setting clear goals and objectives aligned with our mission and core values.
* Lead the development and implementation of long-term business plans, identifying new market opportunities and areas for new service/product development.
* Drive operational excellence across all agency functions, ensuring efficient resource allocation, effective budget management, and continuous performance optimisation.

**Business Development:**

* Lead the charge in new business development. This includes identifying and nurturing leads, crafting compelling pitches, and securing new partnerships.
* Develop and maintain strategic relationships with key stakeholders, industry influencers, and potential partners to expand our client base and elevate the agency's market presence.
* Collaborate with the executive team to craft compelling proposals, presentations, and pitches that effectively communicate the agency's capabilities and value proposition.

**Client Relationship Management:**

* Deliver as a strategic advisor to key client accounts, providing senior-level counsel, insights, and recommendations designed to drive positive business outcomes.
* Foster strong, collaborative relationships with clients, ensuring a deep understanding of their needs and delivering exceptional service and results that exceed expectations.
* Oversee the resolution of client issues and challenges proactively. Maintaining client satisfaction and retention is paramount.

**Team Leadership and Development:**

* Provide inspirational leadership and mentorship to the agency team, fostering a collaborative, creative, and results-oriented work environment.
* Develop and empower team members by providing opportunities for professional growth and advancement. Cultivate a diverse and inclusive workplace culture.
* Establish clear expectations, objectives, and performance metrics for team members. Provide regular feedback and recognition to drive engagement and motivation.

**Industry Thought Leadership:**

* Remain at the forefront of industry trends, market dynamics, and emerging technologies. Provide thought leadership within the agency and to clients, sharing your expertise.
* Represent the agency at industry events, conferences, and speaking engagements, showcasing our expertise and insights to key audiences.
* Contribute to industry publications, white papers, and thought leadership initiatives to elevate the agency's profile and establish it as a leader in the PR industry.

**Knowledge and Experience**

* **Proven PR Leader:** Proven experience in senior leadership roles within the PR industry, with a demonstrably successful track record of driving business growth, managing high-profile client accounts, and leading high-performing teams.
* **Strategic & Business-Minded:** Strong business acumen with the ability to develop and execute strategic business plans, foster revenue growth, and achieve established financial targets.
* **Exceptional Leadership:** Exceptional leadership and people management skills, with the ability to inspire, motivate, and develop talent within a diverse and high-performing team environment.
* **Communication Master:** Excellent communication, presentation, and negotiation skills with the ability to build strong rapport and influence stakeholders at all levels.
* **Client Success Champion:** Demonstrated ability to navigate complex client relationships, providing strategic counsel and innovative solutions that deliver measurable results and exceed expectations.
* **PR Industry Expertise:** Deep understanding of the ever-evolving PR landscape, encompassing traditional and digital channels, media relations, content marketing, and social media.
* **Eligibility & Flexibility:** Eligibility to work in the UK and willingness to travel as needed for client or industry engagements.

**Benefits**

* A list of all company benefits.

**Equal Opportunities**

We are committed to being an equal opportunity employer, ensuring fair treatment for all applicants and employees regardless of gender, gender identity, age, disability, religion, belief, sexual orientation, marital status, race, ethnicity or any other characteristic protected by applicable laws.