

# Vice President of Marketing and Communications

## Position Description

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King Media, an internationally recognized marketing and advertising agency based in East Lansing, MI, seeks a full-time Vice President of Marketing and Communications to add value to our vibrant team.

If you are passionate about developing and executing innovative solutions, adept at managing multiple projects at one time, an engaging presenter who can connect with decision-makers and seeking career growth at a premier agency, consider joining our team!

This is an in-person position for our East Lansing office. Typical responsibilities include:

- **Strategic planning:** Working closely with agency leadership and subject matter experts, develop integrated marketing, advertising, public relations and digital media plans for current and prospective King Media clients.
- **Account management:** Manage a diverse set of client accounts, including the development of budgets, contracts and project plans. Keep projects moving on time and on budget, maintain detailed documentation and collaborate with teammates to fulfill contracted deliverables.
- **New business development:** Assist in new business development, including active participation in discovery meetings, consistent contribution to team strategy sessions, and development of budgets and proposals. Requires excellent presentation skills and the ability to establish precise scopes of work.
- **Proposal development:** Lead the development of proposals in response to RFPs. Requires excellent writing skills and the ability to organize information with clarity and accuracy.
- **Client relationship management:** Maintain positive relationships with client accounts by initiating regular outreach efforts.
- **Strategic direction:** Gain understanding of the “big picture” of the agency to contribute actively to the strategic direction of all client accounts. Requires in-depth knowledge of each client and the contribution of new ideas to team strategy sessions.
- **Content development:** Develop high quality written content for both clients and the agency, including proposal development, marketing plans, contracts and other professional documents. Strong writing skills are essential.
- **Client meetings and presentations:** Play a substantial role in client meetings and presentations, including the preparation of agendas, supporting materials and multimedia presentations, leading discussion topics and following up on action items.
- **Research:** Contribute to client research projects. May include developing survey questions, preparing focus group/interview materials, analyzing data, and generating comprehensive reports. May also include Internet and third-party research.

## Qualifications

To be successful, an account director must possess the following:

- Ten (10) or more years of related experience, preferably in a marketing and advertising agency or leading an internal marketing team
- Bachelor's degree in marketing, advertising, business, communication or a related field
- Existing knowledge of marketing, advertising and public relations, in both traditional and digital contexts
- Excellent writing skills, including the demonstrated ability to write clearly and concisely
- Record of success in securing new business through proposal development and presentations
- Strong computer skills, including advanced knowledge of Microsoft Word, Excel and PowerPoint
- Experience with project management platforms and CRM software
- Strong attention to detail, organizational abilities and time management skills
- Ability to prioritize, multitask and work efficiently in a fast-paced environment
- Successful track record of cultivating and maintaining positive customer relationships
- Ability to assess client needs and requests, then translate them into effective solutions
- Ability to think both strategically and creatively in a collaborative, team-based environment
- A friendly, professional demeanor and strong interpersonal communication skills
- Ability to collaborate daily with a team of experienced professionals
- A positive attitude and genuine desire to contribute to the goals of King Media and our clients