



## **Open Position: Account Supervisor/Program Director**

### **About Voxus**

Voxus is a full-service communications agency dedicated to helping technology companies establish market leadership. For more than 15 years, our teams have helped companies effectively communicate the uniqueness of an organization, product or service through creative media outreach, content creation and social media. The agency offers a targeted approach to ensure the right messages reach the right audiences, in the most cost-effective manner possible. For more information, please visit our website at [www.voxuspr.com](http://www.voxuspr.com)

And of course we have a complete benefit package in addition to competitive salaries.

Interested in joining the Voxus team? We're growing quickly and on the lookout for smart, creative communications professionals who love technology. If you can see yourself working in a fast-paced, collaborative environment, helping disruptive companies tell their stories, then check out the job description below.

### **Job Description**

Requirements: must have at least 5 years technology PR agency or equivalent corporate experience in a technology-related field, college degree in English, journalism, communications or related field. For this hire, preference is given to candidates with security experience.

Summary: The Program Director provides the primary strategic and supervisory support for multiple client accounts. This includes – but is not limited to – planning, budget/account management, supervision of account team members, and accountability. The Program Director must flawlessly execute all client/team responsibilities.

### **DUTIES AND RESPONSIBILITIES (*other duties may be assigned*)**

- Effective, proactive relationship-building with clients
- Positive, meaningful participation and leadership in client meetings
- Proactive planning and management of day-to-day program activities
- Ability to manage and track client programs to fit within established budgets
- Participation in strategic assessment and budget/plan development, including development/assignment of team members

- Ability to counsel clients on strategic and tactical recommendations/opportunities
- Accuracy in program forecasting/team assignments

## **PUBLIC RELATIONS FUNCTIONS**

- Active, ongoing cultivation of high-level media and analyst relationships
- Strong writing and editing ability and the desire to coach others in the development of writing skills.
- Creation/review of PR content (releases, blog posts, case studies, contributed articles) and budget/plan documents, etc.
- Research and analysis of media landscape and market dynamics for both clients and prospects
- Effective deadline management and workload prioritization (team-wide)
- Follow-through and attention to detail on account work
- Effective planning and management of major program elements including: key message development/refinement, launches, tours, events, editorial, award, speaker placement, social media programs, etc.

## **MARKET/INDUSTRY KNOWLEDGE**

- Conversant about key industry trends/issues
- Demonstrated ability to develop an understanding of complex client products, services, underlying technology and competitive landscape
- Strong business and personal relationships (or ability to cultivate such relationships) with key members of media/analyst/influencer communities
- Expertise in one or more areas of technology

## **BUSINESS SKILLS**

The Program Director may be called on to participate in pitches to win new business, which may entail:

- Research for new opportunities/pitches
- Team leadership/support in new or existing business pitches
- Strong presentation skills
- Networking ability at industry events/conferences
- Plan, presentation, and budget development

## **LEADERSHIP/PERSONNEL MANAGEMENT**

The Program Director may have team members assigned to work with them on client accounts, which may entail:

- Effective delegation and instruction to team members. This includes setting and communicating goals and overseeing work performed by team members to ensure a quality product
- Provide constructive performance feedback for team members
- Provide training, motivation, and coaching of team members and other agency employees
- Proactive management of team members in terms of duties, responsibilities, professional growth, preparation and timely delivery of performance reviews, and other expectations as necessary
- Strong interviewing, evaluation, and issue resolution skills

### **ADMINISTRATIVE RESPONSIBILITIES**

- Adherence to company policies
- Accurate forecasting, tracking and management of billable and non-billable time
- Travel as necessary for client work or events

### **PERSONAL SKILLS**

- Ability to juggle (and prioritize) multiple simultaneous tasks
- Self-directed and proactive execution in a highly collaborative environment
- Sense of ownership for success in client programs
- Be a team player both internally and with clients