



## **Open Position: Account Supervisor/Program Director, Cyber Security**

### **About Voxus**

Voxus PR is an independent, B2B technology marketing agency based in Seattle, Washington. Founded nearly 20 years ago, the agency offers a range of integrated public relations, social media, and content services for B2B technology companies across North America. The agency's deep understanding of technology and customer needs drives creative content and compelling outreach to elevate breakthrough brands.

We're growing quickly and on the lookout for the next wicked smart, creative communications professional who loves technology and wants to join our team. We (of course) have a complete benefits package in addition to competitive salaries.

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 of communications or PR experience (agency or in-house role) in a technology-related field, as well as a college degree in English, journalism, communications or related field. This particular position also requires candidates with previous experience in the B2B cybersecurity market.

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; must include cybersecurity experience

## **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

### **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

### **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