

# Position Specification



Executive Vice President, Consumer,  
Microsoft

## Job Description

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<b>Position</b>	Executive Vice President, Consumer, Microsoft
<b>Company</b>	WE Communications
<b>Location</b>	Seattle preferred; West Coast; Chicago, Austin, NYC or Boston
<b>Reports To</b>	Tiffany Cook, President, North America Client Development; Head of Consumer and Technology Sector at WE Communications
<b>Website</b>	<a href="http://www.we-worldwide.com">www.we-worldwide.com</a>

## Company Background

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### About WE Communications

WE Communications is an independent, integrated communications agency. We work with some of the most innovative companies on the planet, to engage key stakeholders across the media ecosystem. From the earliest planning stages through execution and on to measuring impact, WE offers a full suite of services to help brands own their story, shift perceptions, and move the needle.

We're global, speak 37 languages and we're not much for standing still. WE's storytelling, digital, data and analytics capabilities span 20 offices and include work with clients such as [McDonald's](#), [Volvo](#), [Microsoft](#), [Honeywell](#), [iRobot](#), [Trend Micro](#), [Ste. Michelle Wine Estates](#) and [VSP Global](#).

With a media landscape that is moving, pulsing and constantly evolving, brands must navigate everything from industry disruption and technology shifts to stakeholder mandates and political headwinds. In turn, brand stories have to move with new velocity and sync across every device and platform. Using our Momentum methodology, we partner with clients to create transformative communications that are rooted in insight and drive big impact.

Our fiercely independent mindset allows us the freedom to bring together the best talent, ideas and partners, through our unique partnership approach, The PLUS Network, to create powerful, persuasive campaigns. Shiny accolades like Cannes Lions, SABREs, Best APAC Medium Agency and PRWeek Award for Best Use of Social Media/Digital adorn our offices.

Learn more about WE Communications in a video [here](#).

### Notable Awards Received

- [PRWeek Global Awards 2021](#) – **Best Agency in Asia Pacific**
- [PRWeek Awards 2020](#) – **Best Places to Work – Extra Large Agency**
- [Mumbrella Commscon Awards 2020](#) – **PR Employer of the Year**
- [Holmes Report Global Sabre Awards 2019](#) – **Technology PR Agency of the Year**

## WE Communications' Clients Include



### Case Studies:

- **Microsoft Airband: Closing the digital divide in rural America** – Efforts to expand broadband service to rural areas had remained largely stagnant due to high costs, lack of new technologies, and market and regulatory conditions. Microsoft considered it a moral imperative to respond to this challenge with bold purpose. In partnership with Microsoft, WE Communications built a communications plan that reflected the breadth of Microsoft's effort—a deep, far-reaching approach designed to connect across audiences and geographies
- **Volvo XC90: A New Definition of Luxury** – The Volvo Cars USA and WE teams executed a plan designed to highlight Volvo's comeback and demonstrate its transformation into a luxury brand. The details would stay true to its history but also appeal to a new set of consumers. Changing Volvo's perception meant engineering a luxurious encounter at every touch point and driving unexpected and delightful experiences. The goal: make it clear that both Volvo and the XC90 were different.

## **Executive Vice President, Consumer, Microsoft:**

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WE Communications is looking for an Executive Vice President who wants to lead our thriving Microsoft consumer team. This is a growing team focused on bringing people together to inspire the best work possible for clients – equal parts strategy, award-winning creative ideas that drive brand and product recognition.

The EVP is a trusted client advisor who is progressive in bringing clients strategic counsel, creative ideas for changing consumer behavior and established media relationships to give voice to your client's story. You leverage key insights and WE's owned IP to build strong strategic platforms and have the competence to present to and influence top tier clients. You understand the art and science of selling ideas into a core group of stakeholders and have excellent presentation skills and know how to bring ideas to life. You know how to communicate a brand's story in a way that shows broader impact both inside and outside the industry. Collaborating and building teams is second nature. Working across a variety of business groups, teams and multiple stakeholders gives you energy.

Finally, you recognize our people as our most valuable asset, coaching talent across a variety of levels and welcoming diverse experiences and opinions.

### **Responsibilities:**

- Serve as client lead on campaign programming and media programs; develop strategic integrated communication plans
- Partner with the team to drive day to day counsel to clients on strategic and tactical campaign planning and execution, helping to connect strategic dots across the business
- Sell in big ideas that lead to client buy off and push the boundaries of what's possible; create and encourage the development of proactive ideas and programs outside "what's always been done"
- Understand a broad segment of consumer audiences and provide recommendations to the client for the best channels to reach them including Tik Tok, gaming platforms such as Discord, etc.
- Established relationships with range of influencers, including media and 3<sup>rd</sup> party influencers; support storytelling efforts on behalf of clients with the ability to translating technology offerings into lifestyle/cultural relevancy.
- Manage a variety of client requests, assume responsibility and understand when to delegate to key team members.
- Provide leadership and executional excellence to agency team and clients during program implementation.
- Operates as a visible leader in the agency, embodying agency values and inspiring those around them. Serve as key member of Microsoft leadership team.
- Oversee team talent and partner with leads to invest, build and support the team.
- Work well with a variety of key internal and external stakeholders in a matrixed organization
- Excel at verbal and written client, interpersonal and intra-team communication

## Qualifications

### Minimum/Preferred Qualifications:

- At least 15+ years of experience in communications or related area of expertise or practice/sector area expertise. Demonstrated ability to grow existing client relationships and a true client 'whisperer.'
- 10 years of agency or corporate experience working with global consumer brands; experience with digital platforms or entertainment platforms is a plus.
- Creative, strategic thinker, with a demonstrated record of accomplishment of both developing and executing successful integrated campaigns
- Ability to communicate and present complex technologies into simple to understand concepts and stories that can be told to a consumer audience of all ages and dimensions. Excellent verbal, written, presentation and problem-solving skills
- Experience integrating campaign strategies and tactics across earned, owned and paid media and apply analytics to measure results and provide insights.
- Strong operational acumen skills and expertise, including ability to help drive growth. Experience managing and growing revenues
- Expertise in integration of marketing, creative, account planning, media, technology and supporting customer analytics.
- Experience working across multiple stakeholders, managers and teams. Proven team management skills that foster collaboration and excellence.
- Attention to detail and the understanding the imperative to deliver polished work at all times
- A thirst for knowledge and a desire to constantly enhance your skill set

## Working at WE Communications

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We're promoting a diverse, inclusive culture that rewards passion, creative thinking and growth. Through programs, opportunities and flexibility, WE supports employees at the office and in their lives. Explore what it's like to work with WE.

There's energy here. WE is a workplace where things happen, where inspiration sparks and crackles, a brain-expanding, team-building, cutting-edge-obsessed community of storytellers. Our people work hard, live bold and give back. And our core values — integrity, humanity, excellence, imagination, collaboration — keep us focused on what really matters. WE wants to make sure your experience here is balanced and meaningful. Our purpose is to use our gift of communications to move people to positive action, and that starts with you.

***Equal Opportunity:*** WE provides equal employment opportunity and does not discriminate against an employee or applicant because of age, race, color, religion, gender, national origin, veteran status, disability, sexual orientation, gender identity, marital status, or other legally protected class status.

**Diversity and Inclusion:** *WE values a diverse and inclusive workforce and is committed to creating a workplace where everyone thrives. We promote an atmosphere in which diversity of people and ideas are welcomed and valued. Diversity includes differences in race, religion, gender, age, lifestyle, ethnic background and sexual orientation as well as differences in experiences, points of view and ideas.*

Learn more about working at WE Communications in a video [here](#).

### Recent WE Communications News

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- WE Communications shares [what sort of effect COVID-19 has on technology PR](#)
- [WE Adds Scientific Engagement & Medical Education Offer](#)
- WE-hosted virtual event "[Inside Voices: Purpose-Driven Employee Engagement as a Catalyst for Change](#)" focused on brands building a more powerful sense of purpose with their staffs.

### WE Communications Sectors

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- **Technology:** We flawlessly execute corporate, employee, stakeholder and executive communications, digital marketing, and much more to drive strong business outcomes for our clients across the technology landscape.
- **Healthcare:** We bring a progressive communications approach to a historically prescriptive industry.
- **Consumer:** Turning consumer trust into loyalty is our sweet spot. Delivering passionate, lifelong believers is our mission.

### **To Apply:**

Tell us why you are a great fit for WE Communications. Please send a cover letter, resume and compensation requirements to [kimhunter@lagrant.com](mailto:kimhunter@lagrant.com).

### KLH & Associates Contact

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