

# Position Specification



Vice President

## **Job Description**

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<b>Position</b>	Vice President
<b>Company</b>	G&S Business Communications
<b>Location</b>	New York, NY; Raleigh, NC; Chicago, IL
<b>Reports To</b>	Anne Green, Principal and Managing Director
<b>Website</b>	<a href="http://www.gscommunications.com">www.gscommunications.com</a>

## **Company Background**

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### **About G&S Business Communications**

We are G&S. We are more than a public relations firm, digital agency or creative shop. We are a team of researchers, media strategists, storytellers and engagement experts who meet our clients at the intersection of business and communications. Our purpose is to help innovative companies change the world. We live and breathe our mission to inspire people to take action, resulting in business growth for our clients. That's why we choose to work with companies who are making a difference, every single day.

Our global staff operates across four offices, New York, Raleigh, Chicago and Basel, Switzerland (150+ employees, \$25M revenue). Our partnership with PROI Worldwide gives us boots on the ground in 100 major cities, such as London, Hong Kong, Frankfurt, Rio de Janeiro and Tokyo. We immerse ourselves in a handful of industry sectors where we have the greatest expertise: Advanced Manufacturing & Energy, Agribusiness, Financial & Professional Services, Healthcare & Wellness, and Home & Building.

We never stop learning, testing and improving, so that we can provide you with the latest in Branding & Purpose, Creative & Storytelling, Crisis Communication, Demand Generation, Digital & Social Engagement, Media Relations, Reputation Management, and Research & Insights.

### **Our Approach**

No matter the size or scale of your program, we apply Business Communications in Practice, to ensure that it is grounded in strategy, innovative in design, high impact in execution and effective in delivering results.

### **Informed POV**

We bring clarity. Our market experts and in-house research team partner together to unveil relevant trends, discover personalized insights and develop an opportunity hypothesis that only outside counsel can deliver.

**We are and always have been independent.**

When you work with G&S, you can trust you have a team who is as invested in your success as you are. We are proudly midsized, allowing us to give you the senior counsel you deserve, with the nimbleness you need. We invest in our people, fostering a collaborative culture to build world-class leaders.

**Notable Awards Received**

- *Corporate / B2B Agency of the Year, **The Holmes Report***
- *Midsized Agency of the Year Finalist, **PRWeek***
- *CSR Agency A-List, **PR News***
- *Marketing / PR Firm of the Year Finalist, **The M&A Advisor***
- *Best New Diversity Initiative, **PR Council***
- *50 Best PR Programs in the World, **The Holmes Report***

**Case Studies:**

- **Dow Olympic & Sports Solutions** – *Targeting business audiences at the Olympic Winter Games could be compared to finding a needle in a haystack. Despite this challenge, Dow recognized a strategic advantage in deploying its customer microtargeting campaign against the backdrop of the most iconic global sporting event. As a Worldwide Olympic Partner and the Official Chemistry Company of the Olympic Games, Dow contributed to helping to drive greater levels of performance and sustainability at the Olympic Winter Games PyeongChang 2018 – from making sporting venues and official event housing energy efficient and comfortable, to creating ideal ice surfaces for competition.*
- **MDRT** – *With robo-advising bursting onto the FinTech scene, MDRT fought to dispel the misperception that technology can replace the role of financial advisors, rather than enhance it. As a leading association of top financial professionals, MDRT partnered with G&S on a survey to reveal what consumers really want: both.*
- **DuPont Water Solutions** – *The demand for clean water has never been greater with the effects of climate change, population growth, increased demand for food production, industrial development and urban expansion in full force. DuPont Water Solutions' (DWS) water treatment solutions combat these challenges and others to provide fresh water to communities and industries worldwide. DWS tapped G&S to convey the impact of customer successes in a meaningful way and to refresh its take on B2B case studies to make its important work relatable to both customers and consumers.*

**Vice President Role:**

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**Job Purpose:**

The Vice President is responsible for securing, maintaining and growing existing and new business. Additionally, the VP will provide strategic counsel and guidance to the account teams to ensure success.

**Duties:**

- Oversee client service function for program planning, problem solving and strategic counsel
- Financial responsibility for accounts including forecasting and account profitability
- In coordination with Business Development, play a role in networking and prospecting
- Counsel team to develop strategy for programs/projects
- Understand key client industry issues relating to products, product categories, technologies, primary and potential competition and general issues facing the industry
- Understand key competitors and their business strategies
- Manage senior staff members; actively develop team and provide coaching and feedback
- Identify new growth opportunities based on insights into the company, client, industry and economy

**Skills/Qualifications:**

- Approximately 15+ years' experience in public relations (agency and/or client side)
- A demonstrated track record of developing and executing successful B2B public relations strategies and programs in an agency, corporation or consulting role ensuring integration of agency services and practices including research, insight, creative, digital, social and business media.
- A broad understanding of all facets of marketing communications
- The candidate will be a team player, possess strong leadership qualities and have in-depth experience effectively managing a group
- A strong background in pitching and winning new business
- A spirit of innovation and willingness to define the undefined and be motivated by the mutual success of their clients and their career

**Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; use hands and fingers to type, handle or feel; and reach with hands and arms.

**Working at G&S Business Communications**

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**Take Confident Risks**

We know that taking confident risks leads to life's greatest achievements. We celebrate the learnings from our successes and failures, understanding that both are critical to agency growth and innovation.

### **Embrace Diversity & Inclusion**

We believe that to produce our best work, we must go beyond simple tolerance and embrace the distinct blends of identities, cultures and experiences that inform who we are and the value we bring to each other and our clients.

### **Bring Great Ideas**

We empower employees at all levels to be “innovation architects.” We strive to create an entrepreneurial culture in which people challenge assumptions and bring fresh thinking as part of their daily work.

### **Benefits**

- *A paycheck to make you smile* – Competitive salary and bonus eligibility
- *Find balance and recharge* – Unlimited PTO and 10 paid holidays
- *Passionate about purpose* – One personal service day to give back to your community in a way that’s meaningful to you
- *Find your flexibility* – Flexible work schedules and spaces with an opportunity to work from home 8 days per month
- *Family first* – We offer parents paid leave and support during this important time.

### **Recent G&S Business Communications News**

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- [\*\*Video: Reshaping the Future – Healthcare PR Week Podcast\*\*](#) – *In a recent conversation with PR Week, Kathryn Beiser, VP of global communications at Eli Lilly & Company, and Anne Green, principal and managing director at G&S Business Communications, explored our new realities in healthcare and the need for brands and agencies alike to put the consumer – that is, the patient – first. No matter if you follow a B2B or a B2B2C business model, the ultimate “end-user” of our healthcare system must stand at the center of everything we do.*
- [\*\*Celebrating G&S Business Communications at 50!\*\*](#) – *February 17 marks 50 years since our agency was officially incorporated. Our success and longevity as an independent integrated communications agency started with the entrepreneurial spirit and vision of Dick Gibbs and Richard Soell. In 1971, they made the decision to leave Burson-Marsteller to form a new firm built on a steadfast commitment to client service. Their emphasis on bringing deep industry knowledge to a focused group of industry sectors set them apart and laid the groundwork for G&S to grow into a highly respected mid-size independent agency.*
- [\*\*G&S Wins Pursell Agri-Tech\*\*](#) – *G&S Business Communications (G&S), an integrated agency that helps innovative companies change the world, welcomes a new agribusiness client to its roster: Pursell Agri-Tech. With fertilizer industry roots dating back to 1904, Pursell Agri-Tech develops and brings to market innovative fertilizer coating technologies that open the door to new approaches in nutrient management.*

### **G&S Business Communications Core Markets**

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- Advanced Manufacturing & Energy
- Agribusiness
- Financial & Professional Services
- Healthcare & Wellness
- Home & Building

### **To Apply:**

Tell us why you are a great fit for G&S Business 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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