

Job Description Senior Associate

The Senior Associate's primary responsibilities are leading, managing, and expanding client accounts as either the primary lead on an account or the co-lead on exceptionally large accounts. This involves developing and managing project work plans and budgets, updating team lead and firm management on progress of projects, acting as primary client contact, managing junior staff members and working with firm management and accounting as needed to ensure proper billing. When acting as the second senior member of an account, the Senior Associate will take direction from the account lead and provide input into strategy or assistance with implementation as directed. The Senior Associate is also expected to work with their team lead to ensure overall quality control of all accounts assigned to that team, and assist team lead with overall management of the team while also working to ensure a positive, collaborative team environment.

A Senior Associate reports directly to his/her team lead but may also be assigned tasks by Spitfire's president or managing director. A Senior Associate will be assigned various staff to manage pending needs of project and may also oversee outside consultants on specific efforts. The Senior Associate will work with his/her team lead to ensure all staff on assigned team are working to capacity without being overextended.

A Senior Associate is a member of the Spitfire senior staff and as such is also expected to participate in senior staff meetings, actively identify and pursue new business opportunities, contribute ideas into the overall management and well-being of the firm, serve as a mentor to junior staff and consistently identify and implement new ways to improve the quality of Spitfire's work and job satisfaction for staff.

As with all members of the Spitfire team, Senior Associates are expected to follow the policies described in the Spitfire handbook, attend all internal meetings, and conduct themselves in a professional manner at all times while working to instill a positive work environment at the firm.

A successful Senior Associate demonstrates proficiency in completing the following activities.

Internal Relationships

- Assist team lead in oversight of accounts assigned to that team, demonstrating enough knowledge of each account to successfully represent the firm in client meetings and answer questions posed by firm management or colleagues
- Manage workflow for self and junior staff when assigned
- Provide regular project updates to team lead
- Consistently demonstrate ability to successfully move into problem-solving mode whenever challenges or concerns arise
- Work well with and demonstrate respect for colleagues at all levels and consistently contribute to a positive work environment for the entire staff
- Mentor staff and play an active role in helping junior staff meet their performance benchmarks and growth goals
- Take an active role in training staff, especially in specific area of expertise
- Attend and actively participate in senior staff meetings, offering ideas, insights and recommendations firm policies, staffing, client service, new business and other topics that ultimately consider to overall quality of the firm
- Take responsibility for one internal area of management (i.e., new hire orientation, tech support, new business, office morale, etc.)

External Relationships

- Identify new business opportunities, participate in new business pitches and assist in drafting new business proposals, aiming to average at least a 75% success rate when it comes to pitching new business
- Expand existing assigned accounts at least 50% of the time
- Develop and conduct trainings, including regular Spitfire trainings such as the Smart Chart as well as niche areas of expertise, such as collaterals or policy maker relations
- Successfully run multiple accounts at any given time, including managing work plans, client expectations, and internal staffing and ensuring project is consistent with time and scope in the contract
- Show impeccable client service as demonstrated by at least one positive, unsolicited remark from a client per month as well as positive reviews from clients when firm management makes periodic check-in calls
- Assist in hiring new staff that ultimately prove to be excellent, long-term hires
- Develop relationships with a minimum of five vendors or contractors that represent a variety of fields (media, policy, design, Web, etc.) and can be used on projects as needed

Communication and Process

- Develop and manage work plans that are consistent with contracts
- Write strategic communication plans that can be implemented by Spitfire or the client and offer client a solid approach and recommended activities for reaching their goals
- Participate in all aspects of new business development
- Demonstrate outstanding copy editing and writing skills
- Be known for area of expertise (i.e. Web strategy, media outreach, training, creative direction, etc.) and demonstrate this expertise on client work as well as by offering insight and advice to colleagues to improve their client work
- Demonstrate skills in all aspects of Spitfire strategic communications, planning, message development, training, earned media strategies, internet outreach, branding
- Consistently meet project deadlines

Financial and Administrative

- Submit expense reimbursement forms as appropriate
- Submit vacation/leave requests as appropriate
- Create client contracts and work with accounting to track and update projections
- Manage project budgets
- Review contract scope changes with firm management

Qualifications

Must have a bachelor's degree and a minimum of eight years relevant job experience, including public relations, public affairs agency, Hill or related experience. Superior client service skills a must as are outstanding writing and public speaking skills. Experience overseeing campaigns with multiple forms of media (earned, Web-based, print collaterals, etc.) and directing design of Web and print pieces a plus. Candidate should be a highly motivated, self-starter who takes direction well but also can also work independently, thrives on variety and can shift directions seamlessly.