

SENIOR ASSOCIATE

Integrated Marketing Communications

ABOUT THE FIRM:

GBSM has a 23-year track record in providing management consulting, corporate communications and public affairs services to help clients through today's increasingly complex nexus of business, government, media and community. We also have significant expertise in the newer discipline of community-based social marketing. Sample clients include AARP, Delta Dental, Denver Water, Sundrop Fuels, Red Robin Gourmet Burgers, RTD and many other leading organizations. GBSM is based in downtown Denver.

ABOUT THE POSITION:

As a senior associate, you will be responsible for writing strategic communications memos and plans, developing positioning and branding strategies, and managing projects through tactical execution. You will work closely with the principals to learn about our clients and their businesses, and you will become the project manager for several key programs. Our ideal candidate has a portfolio that showcases expertise in strategic communications, community-based social marketing (sometimes referred to as 'marketing social change' or 'marketing behavior change'), branding and integrated corporate marketing and public relations.

RESPONSIBILITIES:

- **Strategic Planning:** Develop integrated communications strategies and write communications plans. Lead client presentations and strategic discussions. Lead the development of overall client objectives. Provide marketing communications insight to clients.
- **Project Management:** Work with research, media and creative partners to ensure delivery of integrated communications services to clients. Ensure that deliverables coincide with project scope, plan, budget, goals and objectives. Manage own work to stay within or below hours budgeted per project. Will supervise administrative staff on project support and may oversee an associate-level employee.
- **Communications:** Maintain excellent client, vendor and team relations. Provide regular updates to principals and other team members to keep everyone in the loop. Work includes auditing existing client communications and developing comprehensive communications plans; creating social marketing campaigns, and branding & positioning programs; and overseeing tactical execution.
- **Business Development:** Maintain and grow business with existing clients and identify and participate in new business initiatives for prospective clients. Write RFP responses and new business proposals and represent firm as part of business development team. Take part in presentations to prospective clients as requested.

REQUIREMENTS:

- **Education & Experience:** At least a bachelor's degree, and at least six years work experience including agency and client-side public relations and marketing, corporate communications and/or integrated marketing communications. Our ideal candidate has previous experience with, and serious interest in, community-based social marketing and public involvement.
- **Portfolio:** Ideally includes a case history of a community-based social marketing project you've managed; in addition, be prepared to show examples of strategic communications documents you've written and marketing campaigns you've implemented.
- **Project Management Skills:** Demonstrated ability to handle multiple projects, prioritize, meet deadlines and work well in a high-stress environment. Must be proactive, positive, self-motivated, organized, detail-oriented, resourceful, dependable and trustworthy.
- **Communication Skills:** Must be capable of maintaining clear, effective, timely communication with multiple team members, sub-consultants & vendors, managing up and down as needed. The ideal candidate has remarkable writing, proofreading and editing skills and an impressive portfolio to match. Able to communicate authentically with all audiences, from local community members to C-level executives to elected officials.
- **Computer Skills:** Highly proficient with MS Office applications (i.e., MS Word, Excel, PowerPoint); internet research; knowledge of web site development; database management.

IF YOU QUALIFY:

Email your cover letter, resume and a few of your best portfolio samples by January 22, 2010, to raleighdecker@gbsm.com. *No phone calls, please.*