



JOB DESCRIPTION

VP, Brand Business Leader, Hair Care & Multicultural

About MMC

MMC is not your average PR agency. We are a data-driven, next-gen communications company that delivers scaled influence, cultural relevance and brand talkability for our Fortune 200 consumer and healthcare brands. We consistently breakdown barriers to spark conversations and drive business results for our clients. Innovators at heart, we love to build and challenge the status quo. That's why PProvoke Media named us a **2020 Agency of the Decade**.

For the entrepreneurially minded, working at MMC is an amazing opportunity to get people talking, thinking and behaving differently. We're relentlessly curious, always creating, innovating often, agile and responsive. This spirit is reflected in our deep commitment to fostering and cultivating a culture and environment where we celebrate and advance diversity, equity and inclusion for all MMC and RXM staff. As a team, we're on the pursuit to identify and advance efforts to ensure our agency reflects our communities and the communities of the clients that we serve.

Introduction

As the Vice President at MMC, you are the center point and budget owner to our business, leveraging your set of hybrid skills (brand/earned/digital) to manage and oversee the brand teams' performance and contributing to the strategic direction that keeps us as an agency out in front.

This multifaceted Vice President role individually contributes to and/or oversees the achievement of account profitability and organic growth targets and leads a portfolio of accounts (or a significant sized account).

Key Responsibilities

- **Business Leadership**
 - Accountable for health of client and business relationship, providing ongoing counsel and strong client leadership
 - Stay current on client's business and the role of influence/ earned communications within the marketing mix
 - Leverage social media, digital, and word-of-mouth marketing expertise to proactively develop a sound POV and recommendations for clients
 - Partner with client and agency partners to determine objectives, target audiences, KPIs
 - Develop creative and strategic plans for servicing clients, growing existing client business, and ensuring that all program objectives are understood and executed
 - Proactively research and secure organic growth opportunities
 - Participate in lead generation and pitch presentations
 - Develop and deliver final documentation and presentation to client

- Ensure business results and KPIs are achieved and provide regular reports to clients on progress
- Own milestone client presentations, showcasing functional experts to sell; sign off on final plans
- Team Management
 - Lead integrated team on program development and client presentations/meetings
 - Once programs are sold in, lead integrated account teams in effectively managing programs, ensuring efficiency and profitability
 - Manage several junior team members, helping to prioritize their work and ensure they execute the day-to-day aspects of the account with excellence
 - Create and own the project plan and lead the team in executing the plan
 - Approve key client reports, appropriate correspondence and press materials
- Financial Management
 - Conduct budget conversations with clients
 - Manage brand team budgets in partnership with Project Manager, reviewing monthly target hours for billability and profitability
 - Oversee billing and financial activity over large accounts or multiple smaller ones

Requirements

- 8 years of account management experience in communications agencies
- 5 years of supervisory experience
- Bachelor's degree in Communications, Journalism or Marketing or related field; Advanced degree in a communications field desirable
- Beauty/CPG experience and/or experience marketing to a multicultural audience(s)
- Proven track record in client service, communications strategy development, and execution
- Knowledge of communication industry's trends, resources, and diverse media
- Ability to understand, lead and manage all aspects of client budget(s) in partnership with Project Management including Fee, OOPs, reconciliations, accurate forecasting, etc.
- Ability to generate revenue-producing initiatives and organic growth
- Ability to plan strategically and devise work plans
- Passion for pop culture and ability to help translate external insights and trends into actionable plans
- Ability to lead and manage diverse work teams
- Success participating in new business pitches / presentations
- Familiarity with relevant government regulations and industry guidelines
- Excellent verbal, written communication, and presentation skills
- Creative, entrepreneurial drive
- Fortune 500 experience preferred