



POSITION: Vice President
SECTOR: Health Services
AGENCY: Revive, www.revivepr.com
LOCATION: Nashville TN or Santa Barbara CA
YEARS EXPERIENCE: 8-12 years
REPORTS TO: CAO/NPL

THE POSITION

A Vice President (VP) is skilled in leading the team in developing/implementing PR/communications strategies and tactics (press releases, media relations, collateral development, and issues management/grassroots programs) and is adept at developing/integrated compelling social media and interactive strategies and solutions for our clients. The VP serves as the senior-most client relationship manager, directing client business to successful results, managing account profitability and expanding/deepening current client relationships, where possible. The VP also maintains "client temperature" to ensure quality and consistent service is delivered and is the pivotal agency link between account operations and the practice group director. The VP represents the most senior member of the day-to-day account team. As such, the VP is the agency's eyes and ears to account(s) and team(s) and is responsible for leveraging opportunities and leading the account team(s) in mitigating challenges as well as mentoring and growing employees.

THE RESPONSIBILITIES

Includes, but not limited to the following:

- Collaborate with and lead team members to deliver strategic, creative PR, strategic communications, issues management and social media campaigns for clients
- Handle regular and consistent contact with clients; troubleshoot client issues and ensure superior client service
- Develop, oversee and manage complex PR, communications and digital communication engagements
- Developing effective program measurement tools
- Making client investment recommendations
- Group profitability and realization
- Growing existing accounts and supporting business development in collaboration CEO, CAO, and Marketing & Business Development team
- Playing a key role in group specific marketing efforts
- Contractual process management
- Staff/budget planning and allocation oversight
- Team performance evaluation
- Team mentoring and professional development
- Representation/marketing of the agency at business and professional association meetings and supporting agency marketing activities

THE ESSENTIALS

Education:

Bachelors degree in marketing, communications or related field is preferred

Experience:

- 8-12+ years progressively responsible PR agency or equivalent experience, health care agency or health care company/organization preferred
- Excellent interpersonal and communications skills, verbal and written; solid presentation skills
- Significant knowledge of the health care industry required
- Well-developed knowledge of business practices
- Demonstrated ability to develop and execute integrated communication, social media and public relations strategies and programs
- Superior organizational skills and attention to detail
- Must be able to multi-task and manage multiple projects at a time
- Passion for wellness and healthy lifestyle preferred

The Qualities and Attributes You Need to Succeed:

- A drive to win and a focus on results
- A love of PR and issues management
- An “addiction” to quality thinking and performance
- A commitment to personal mastery
- An attitude of team abundance and a sense of humor
- A genuine care for others
- A habit of being truthful even when it hurts

THE FIRM

Revive is a national public relations firm specializing in Health Services and Healthy Living. Named “New Agency of the Year” in 2010 by *The Holmes Report* and “Best Agency to Work For” in 2011, Revive is the 15th largest health care PR firm in the country. Revive's clients include major hospitals and health care systems, academic medical centers, physician organizations, health care industry associations, health care IT, and health & wellness companies. With 20 professionals on staff, Revive has offices in Santa Barbara, California and Nashville, Tennessee. To learn more, visit www.revivepr.com.