

## JOB POSTING REQUEST FORM

### Job Details

Reference #	CP-378-2021
Company Name	APCO Worldwide
Industry	PR & Communications
Vacancy	Associate Creative Director
Job Type ( <i>FT, PT, Contractual, Seasonal</i> )	Full Time
Major(s)	Graphic Design, Advertising, or Equivalent
Degree	Bachelor
Years of Experience	Minimum 8 years of relevant experience
Location	Remote work from Lebanon, with certain Travel to Jordan
Remuneration & Benefits	Attractive Package
Tasks & Responsibilities	<ul style="list-style-type: none"> <li>• Create excellent advertising campaigns</li> <li>• Excellent creative acumen</li> <li>• Build and manage large client relationships effectively</li> <li>• Manage, coach, and lead the creative team successfully.</li> <li>• Develop big ideas, from concept, to presentation.</li> <li>• Develop plans and manage resources to achieve team goals</li> <li>• Strong understanding of the team's strengths, weaknesses and contributions</li> <li>• Is successful at achieving established business and professional objectives</li> <li>• Organize teams around business development opportunities and manages proposal process ensuring accurate scoping/budgeting of opportunity</li> <li>• Confidently leads internal and client meetings, offering knowledgeable observations and suggestions; establishing credibility by insights shared; encouraging and motivating others to communicate ideas</li> <li>• Demonstrate an understanding of effective project management and can effectively address issues</li> <li>• Keep the Creative Director, informed of any issues, or alert him of any clients we may face problems with before it escalates.</li> </ul>

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- Able to understand the strategic thinking that has gone into a brief, and provide your feedback and input
- Ability to sell creative concepts and executions internally and to clients

Performance Competencies:

Leadership:

- Leads by example through coaching, empowering and inspiring
- Creates opportunities and acts as a champion for staff growth & development
- Reinforces APCO's performance standards and policies fairly and consistently
- Leads initiatives that recognize and reward performance

Utilization/ Realization:

- Maintains realized personal utilization at target level agreed with Managing Director

Business Management:

- Oversees budgeting, billing, revenue projections, profitability, service levels, receivables on assigned clients
- Proactively engages in the business planning and budgeting process and communicates resourcing commitments and needs to Managing Directors; fulfills commitments made around staff utilization
- Work with resource management team to effectively staff projects

Client Satisfaction:

- Builds and maintains senior-level client relationships across the client's organization and encourages client team to develop relationships
- Drives overall client satisfaction to expand client engagement and increase likelihood of retention and growth
- Solicits feedback regularly and does so formally

Teamwork and Leading a team:

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- Provides clear direction to the team to support business objectives
- Conducts regular check ins with team as well as annual performance reviews
- Effectively manages poor performers
- Provide feedback and mentor team members to develop knowledge and skills
- Demonstrates teamwork with peers and sets example for others
- Fosters a positive, collegial work environment within the office and with other offices in the APCO network
- Proactively addresses and resolves conflict among client team members
- Builds a cohesive and collaborative client team across key geographies
- Promotes knowledge sharing and best practice in client management and increases team's knowledge about the client organization
- Leads regular client team meetings and participates in company meetings and internal calls
- Is reliable and fulfills commitments; injects positive energy into the work environment

### Qualifications, Experience, Skills & Competencies:

- A minimum of 8 years working experience in a consulting firm or corporation
- A passion for being creative and challenging convention
- Solid knowledge of the creative space
- Ability to manage clients, projects, teams, and new business
- Ability to set budgets and deadlines, and advocate for production teams as the client contact
- An entrepreneurial spirit and interest in building a practice
- Relationships and an interest in networking in the market to bring in new business
- A team approach that encourages cross-region collaboration
- Strategic – someone who sees digital as more than simply marketing campaigns

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- Multi-tasking – and ability to work across multiple clients, new business opportunities, and management tasks simultaneously
- Mentorship skills to help develop junior staff in the market
- An interest in helping educate internal staff on changing communications and the digital space, and working collaboratively to sell that to clients
- Excellent execution skills.