
Evoke KYNE Job Role: Vice President, New York City

Evoke KYNE is an award-winning health communications and public relations agency dedicated to helping improve and save lives. We were founded on the belief that communication is a powerful health intervention. Our team is passionate and committed, with deep experience working across sectors to make real differences in health. We love what we do, we live what we do, and we truly believe in what we do.

Reporting to the Senior Vice President, the Vice President will be responsible for hands on planning, coordination and management of the development, implementation and financial administration of client programs in global health. The Vice President will oversee one large global account and account team, support new business development efforts, manage staffing and help drive employee engagement and retention.

The primary focus for this role is to partner with senior leadership to lead a global public health corporate social responsibility (CSR) communications engagement with a large pharmaceutical client. Key programmatic elements include development of key global health CSR communications strategies, program branding and positioning, thought leadership, internal communications, social media and stakeholder engagement. We are looking for a creative individual who is passionate about health with experience across this full spectrum of functional expertise, who can manage a team to deliver results, serve as a valued client counselor and growth driver for organic and new business opportunities. Experience and relationships in global health and CSR is highly desired.

Based in New York City, this is an exciting opportunity to join a fast-paced, growing global company.

KEY RESPONSIBILITIES:

Client Service / Relationship Management

- Leads and maintains relationships with core clients and external audiences and partners
- Manages multiple significant (e.g., large scope/budget/clients w/multiple projects) and complex client engagements for the business
- Leads all aspects of planning and execution of client projects (including leadership of annual client program planning), ensuring timeliness, efficiency and high-quality delivery of results
- Serves as strategic counsel lead for client engagements based on broad communications landscape and business goals; takes immediate action on client feedback
- Leads all aspects of financial performance management for key client engagements (i.e., client budgets, team capacity, planning and vendor management)
- Develops written materials on complex client issues (e.g., executive talking points, speeches, presentations, issues management support and counsel)
- Serves as facilitator for client workshops and events, including speaker training sessions, multi-stakeholder convening initiatives, internal messaging workshops, etc.

- Takes an active role in developing staffing plans for core businesses (including salary management and capacity planning)

Business Development

- Contributes suggestions and feedback to the overarching company strategy / annual goals
- Leads development and presentation of new business proposals from start to finish (with support of partners/other team members)
- Continuously identifies opportunities for organic account growth
- Presents during new business pitches with confidence
- Partners with SVP/EVPs for forecast development across multiple client businesses

Initiative & Flexibility

- Proactively drives agency recommendations and idea generation
- Demonstrates initiative and resourcefulness and works through issues independently
- Proactively seeks out professional development opportunities, skillset growth
- Able to seamlessly flex between teams / management styles

Effective Communication

- Leads client interactions and liaison with external partners to further develop client strategic counsel skills
- Provides direct and constructive feedback to junior team members, supporting them in developing fundamental skill sets (writing, research, logistics, etc.)
- Encourages regular feedback from manager and team members
- Hones presentation skills and can effectively coach other team members to further develop their skills accordingly

Teamwork & Leadership

- Demonstrates strong strategic leadership skills; guides strategy for assigned business and teaches others
- Responsible for leadership of key internal programs as appropriate depending on relevant areas of interest and opportunities for professional development
- Conducts staff annual reviews and regular check-ins, overseeing professional development and opportunities for growth and advancement
- Supervises staff by mentoring, motivating, coaching and providing clear and consistent feedback
- Leads key areas of organizational efforts (company marketing, professional development opportunities, mentorship program, team outings coordination, etc.)

EDUCATION & EXPERIENCE:

- Bachelor's degree, preferably in communication, marketing, business or related health / science field
- 7-10 years communications or related marketing / advocacy / health experience; partnership, US/global health issues and CSR experience preferred
- Proven managerial acumen and ability to handle conflict diplomatically
- Excellent problem solver with keen critical thinking and negotiation skills
- Can assemble and motivate well integrated teams to drive client businesses
- Experience in mining organic opportunities and playing key role in new business proposal development and sell-in
- Team player; ability to work cooperatively across teams
- Delivers and accepts feedback well
- Has earned respect (internally and externally) and has leadership presence
- Ability to develop and maintain effective relationships/partnerships (internally and externally)
- Superb internal and external communication skills (verbal, written, listening)
- Confident and compelling style in communicating with clients, teams and external stakeholders
- Superb client relationship management skills
- Positive, professional and flexible attitude that lends itself to quality client service
- Experienced in successfully managing resources and budgets
- Experienced with media relations strategy and social media landscape; track record of delivering results
- Demonstrates keen critical thinking skills and proactivity
- Recognized project management aptitude
- Strong client presentation skills
- Innovative thinker and creative problem solver
- Shows an entrepreneurial spirit
- Strong attention to detail
- Able to multi-task
- Passionate about improving lives through innovations in health
- A good understanding of current issues in domestic and global health

Evoke KYNE is an equal opportunity employer and does not discriminate against employees or qualified job applicants on the basis of actual or perceived race, religion, creed, color, sex, pregnancy, age, national origin, ancestry, ethnicity, citizenship, disability, genetic information, veteran status, marital status, familial status, sexual orientation, gender expression or identity status as a victim of domestic violence, stalking and sex offenses, or any other status protected by applicable federal, state or local law.