



## **JOB DESCRIPTION**

### **Vice President of Marketing and Public Relations**

Local Indianapolis candidates only. No relocation offered.

Synergy Marketing Group, Inc. is one of Indianapolis' fastest-growing marketing and public relations firms. We are always on the look out for strong leaders who can add depth and dimension to the agency's skill sets, industry expertise and relationships. This is a highly visible, hands-on and proactive role that will be a major contributor to Synergy's and our clients' long-term growth and success.

We are looking for a passionate, experienced and confident Vice President of Marketing and Public Relations to build a team and manage some of the agency's largest accounts. This executive will provide our clients with high-level strategic marketing, public relations and business counsel as well as day-to-day tactical support. We're looking for that rare breed of half strategist, half implementer.

#### **Required Qualifications:**

- 15+ years of functional marketing and/or public relations experience
- Strong understanding of business
- Experience building and managing a team of professionals
- Strategic planning and budgeting experience
- Exceptional writing & editing skills with a portfolio of samples
- Extremely well-organized, process-driven and meticulous attention to detail
- Willingness to learn & adopt Synergy's business processes
- Ability to multi-task with several clients AND projects simultaneously
- Bachelor's or Master's in journalism, communications, English, business or public relations
- Complete comfort level with MS Word, Excel, Outlook and PowerPoint and the Internet

#### **Bonus Qualifications That Will Put You Ahead of the Pack:**

- Previous agency experience
- Media relations experience
- Brand development & brand management experience
- Web strategy, Internet marketing, online advertising & SEO experience

This is a fast-paced, highly accountable and extremely demanding position that requires a high energy professional with a passion for marketing. We offer the whole package: internal training program, non-stop challenges, variety, casual work environment, stellar team of professionals, benefits (medical, dental, vision, 401k), competitive compensation and career growth opportunities. We also offer many fun perks and a very social culture: Broad Ripple location, cool loft space, team lunches and company outings.

Apply online at [http://www.synergy-mg.com/indianapolis\\_marketing\\_PR\\_jobs](http://www.synergy-mg.com/indianapolis_marketing_PR_jobs)



## Vice President of Marketing & Public Relations Responsibilities:

**STRATEGIC PLANNING & OVERSIGHT:** The VP is responsible for setting the strategic direction of accounts. This includes strategic planning, budgeting, client leadership, brand development/management, and monitoring and reporting account status to Synergy's clients and executive team on a regular basis.

**TEAM LEADERSHIP:** The VP is responsible for building and managing a team of marketing, PR, graphic design and Web development professionals. This includes being a strong role model, hiring, conducting performance reviews, selecting vendors, delegating work and holding people accountable.

**FUNCTIONAL EXPERTISE:** Because this is a very hands-on position and the VP is expected to be a functional as well as professional role model, you would be expected to regularly roll up your sleeves and work on accounts. This includes writing, editing, planning, media pitching, art direction, press checks, among other activities.

**QUALITY ASSURANCE:** The VP is responsible for setting and enforcing Synergy's stringent quality control standards on all work products your team produces. This includes meeting expectations in terms of deadlines, budgets, efficiencies, copy/editing, design and overall client satisfaction.

**NEW BUSINESS DEVELOPMENT:** The VP is responsible for actively participating in Synergy's new business development process. This includes networking in the business community, expanding relationships with our clients and identifying/pursuing new opportunities.

**OPERATIONAL IMPROVEMENT:** The VP is responsible for working with Synergy's executive team to conduct agency-level strategic planning. This includes making improvements to our own marketing efforts, operational procedures, HR initiatives and partnership development activities.

If you are serious about taking your marketing and public relations career to the next level, use our online Career Center to send us a cover letter and resume: [http://www.synergy-mg.com/indianapolis\\_marketing\\_PR\\_jobs](http://www.synergy-mg.com/indianapolis_marketing_PR_jobs).

If you have questions about the position, call Marc Zucker at 317-205-9690 ext. 222. We look forward to hearing from you!