

## **Associate Account Director, Account Director, Beijing**

### **You have a passion to lead**

Accountability makes you happy. Being in the thick of the action and making a difference are exhilarating for you. You relish the opportunity to advise clients and solve difficult problems while working in collaboration with some very smart and experienced teammates.

The Hoffman Agency is an international public relations and integrated marketing communications company that crafts stories to build brands. For more information, visit <https://www.apac.hoffman.com/>

We are seeking an intelligent, ambitious account manager with a passion for storytelling, learning and a commitment to excellence. Must have a sense of humor and appetite for working in a positive team environment.

This is a chance to learn, grow and advance in communications by working with some of the brightest minds in PR and integrated marketing communications.

If you like where this story is leading, read on.

### **Attributes of the Protagonist (That's You)**

- Creative
- Critical thinker
- Leader
- Team player
- Accountable
- Entrepreneurial nature and attitude, a self-starter
- Passionate about public relations, writing and integrated communications
- Passionate about technology/social media
- Excited to continually learn new things
- Curious
- Sense of Humour
- Organized

### **The Plot Thickens: Job Description**

- Play a key role in day-to-day management of all components of multiple-client PR programs with speed and accuracy
- Drive the process and take ownership and leadership for client, time and people management
- Measure and manage client satisfaction while effectively managing resources for multiple accounts
- A hunter who will help drive the agency's growth with new business, take ownership for new business presentations to incorporate fresh thinking,

creativity and energy by imparting new information to prospective clients. Effectively maintain a network of media contacts

- Experience in running integrated marketing communications campaigns
- Experience in running multi-market programs for clients
- Demonstrate ability to grow existing accounts
- Develop competitive analysis
- Interact with internal and external constituents in a friendly and professional manner
- Maintain proactive attitude, responsibility and perspective that continually advances the quality of client service

### **The Hero's Background: Qualifications**

Bachelor's degree in Business, PR/Advertising, Marketing, Communications, Journalism or Linguistics

Have a minimum of 7-10 years of experience in client relationship management and media relations

Demonstrate superior writing and verbal communication skills

Experience in driving new business

Continually strive to understand technology

Be fluent in written and spoken Chinese and English; proficiency in other languages is also a plus

Flexibility and willingness to go beyond the call of duty are highly valued and rewarded.

Come join us and be on the cutting edge of communications. We value diverse thinking, and we regularly push the boundaries of PR.

Interested candidates, please email your resume, including references and cover letter to [ResumeCN@hoffman.com](mailto:ResumeCN@hoffman.com).

We will contact all shortlisted candidates.