

## Vice President - Public Relations (Consumer)

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Company: Weber Shandwick

Location: Mumbai

Category: other-general

Weber Shandwick is one of the world's leading global communications and marketing solutions firms with offices in 79 cities and a network extending to 129 cities on 6 continents. In the Asia Pacific region we have 19 owned offices in 12 markets together with affiliates and representative firms in other locales – spanning Greater China, Japan and Korea, India, Southeast Asia and Australia. Our heritage in Asia Pacific stretches back more than 60 years. More than ever, organisations need to solve for unprecedented challenges born of technology-

driven disruption. We fuse global teams grounded in technology, digital innovation and analytics to help clients. As we live in an always-on world, our brand positioning reflects this need to engage with our always-on audience, just as we advise our clients to do. We inspire. We incite. We shape ideas and conversations, and we activate our global reach for local causes and multinational brands alike, and we're always ready for more problems to solve. Together, We Solve. We offer exciting career opportunities for entrepreneurial leaders. Learn more at

<https://www.webershandwick.com> Designation: Vice President - Public Relations (Consumer Vertical) Responsibilities

Drive development of solution-based program strategies and direct development of tactical plans

Serve as key client point of contact and oversee day-to-day operations of integrated teams on programs and pitches

Coordinate integration with agency partners

Act as effective, two-way translator between clients and integrated teams, actively counseling development of work in best interest of all parties

Be responsible for client financials and profitability

Successfully navigate conflicts across internal stakeholders, clients and agency partners

Skills  
Comprehensive knowledge of clients' business, goals and needs

Effectively communicate client vision with Integrated Agency Teams (IATs) for program alignment

Team leadership

Financial performance management

Experience  
12+yrs of work experience in Public Relations. Candidates from agency handling consumer clients will be preferred. You can also share resumes on [ashree@webershandwick.com](mailto:ashree@webershandwick.com)

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