

CONSULTANT Job Description

What we're looking for

Broad Reach is seeking an experienced Consultant with a burning desire to take their career to the next level and join our growing agency.

Working directly with our senior team on both internal and client projects, the successful candidate will bring prior agency experience and a love of client service. They will be comfortable managing integrated campaigns and have a track-record of delivering success. Strong written, oral skills and research skills are essential.

The type of work you'll support

Some of the biggest brands in the business trust us with their narratives, their reputations and their ambitions so you will support a variety of clients active in professional services, financial, technology and consumer sectors. As our agency continues to grow, you will have an opportunity to focus and specialize.

Here's a sample of the type of work the Consultant will support at Broad Reach:

- Execute communications programs that integrate PR, stakeholder relations, social/digital media and online community engagement.
- Drive media relations projects, securing coverage in key national, local and trade media outlets.
- Set program goals, deliver against client KPIs, and provide ongoing analysis of program results to clients and agency team.
- Support client account operations, ensuring quality and meeting all internal and external deadlines.
- Manage and coordinate team budget and finances, including billing and reconciliations.
- Participate in new business activities, including research, proposals, RFPs and pitches; identify organic account growth opportunities.
- Assist with internal marketing, PR and social media activities to raise agency profile, as well as internal process development to help the company grow.
- Help mentor and manage junior team members.

Your qualifications, skills and experience

- Three or more years of PR agency experience supporting corporate communication campaigns and projects.
- Direct experience supporting PR and social media campaigns through media relations, writing and creative content development.
- A love of news and current events coupled with a strong understanding and working knowledge of the media and social media landscape in Canada.
- Ability to prioritize competing demands with a keen attention to detail.
- Proven ability to multi-task, manage various projects and work well within a team.
- A degree in a relevant field from an accredited college or university is preferred.
- Proficiency with Microsoft Office and social media publishing tools.
- A desire to learn and a whole lot of heart and passion for what we do.

Working with Broad Reach

What makes one agency brighter than the others? We believe it's the team culture and values that set the tone clients encounter every day. As a PR agency founded on the idea of delivering the highest quality client service, we've built a fun-loving, values-based team. Broad Reach offers a distinct culture based on a genuine commitment – to our clients and to each other – to be different from other firms in every way.

In addition to a competitive salary and benefits package, employees receive a contribution toward health and wellness programs, such as gym memberships.

Job location

This full-time role is based in Toronto at 330 Bay Street, Suite 1500.

Contact us if this is a good fit

If you thrive in a fast-paced creative environment that offers plenty of growth potential and career development, please submit your resume, a cover letter and salary expectations to careers@brpr.ca.

When we will be in touch

Only those candidates short listed for an interview will be contacted.