

CONSULTANT JOB DESCRIPTION

What we're looking for

Broad Reach is seeking an experienced Consultant with a desire to take their career to the next level as they join our agency. Working directly with our senior team on client and internal projects, the successful candidate will bring prior agency experience, a love of delivering exceptional client service and being process and detail oriented in everything they do.

Type of work you'll support

Some of the most respected global and national companies trust us with their brand narratives, their reputations and their business growth objectives. In your role, you will support clients across the professional services, financial, technology, telecom and various other sectors. Here's a sample of the type of work the Consultant will support at Broad Reach:

Help our team build strong client relationships

- Support our team with exceptional project management, execution and service.
- Help develop strong client relationships, anticipate client needs and exceed client expectations.
- Ensure quality work is developed and efficient processes are created and executed.
- Advance a strong point of view and recommendations.

Support traditional, social media and integrated communications

- Create well-written communications to help give clients a strong and differentiated voice.
- Develop high quality communications and social media materials.
- Monitor for media and social coverage; develop media lists; assist with campaign outreach.
- Develop campaign measurement analytics reports; conduct research.

Manage account financials

- Support the team in managing projects within budgets; manage billing and reconciliations.
- Flag potential issues immediately both to the Broad Reach team and to clients.
- Enter time daily; drive the agency's weekly utilization and budget analysis.

Grow the agency

- Demonstrate a desire to help the team pursue and win new business.
- Participate in new business activities.
- Assist with marketing, PR and social activities to raise awareness for agency.

Own your outcome

- Proactively seek mentoring and coaching.
- Solicit regular feedback. Be open to and willing to implement feedback.
- Develop performance expectations; review and update them quarterly.

Live and model our agency charter (our values)

- **We put people first:** We have open and honest conversations, provide feedback in a constructive way and manage compassionately. When we foster trust and build strong relationships, we all succeed.
- **We demand excellence:** We bring the best version of ourselves to work and exceed the high standards and goals we set. We are always learning, improving and growing.
- **We act like owners:** We expect everyone to act like an owner with respect to the decisions they make, no matter how big or small. We think big, have fun and are kind, caring and giving by nature.
- **We take intelligent risks:** We propel our agency forward by taking intelligent risks. While being this bold doesn't always work out, we are open about our mistakes, learn from them, and move on.
- **We live and feel our best:** When we sleep better, we eat better, we move better, and we think better. We know that this ripple effect allows us to live, feel and perform at our best.
- **We drive business results:** Everything we do is ultimately driven by our passion to create value for our clients and grow our agency.

Your qualifications, skills, experience and values

- Three to five years experience in corporate communications at a PR agency.
- Direct experience supporting PR and social media campaigns.
- A working knowledge of social media and the traditional media landscape in Canada.
- Proven ability to manage projects in a deadline-driven environment.
- Ability to prioritize competing demands with a keen attention to detail.
- A passion for delivering your best work possible and a desire to learn and grow.
- Strong EQ, oral communications and writing skills.
- Proficiency with Microsoft Office (Outlook, Word, Excel and PowerPoint).
- A degree from an accredited college or university.

Working with Broad Reach

We recognize that the most important asset we have is our people. Broad Reach offers the following:

- A competitive salary and benefits package.
- Great clients and exciting projects.
- An opportunity to accelerate your career via direct access to senior leadership.
- The benefit of working in a flat agency structure with no bureaucracy or politics.
- A flexible, inclusive, supportive, and values-based culture that encourages and facilitates rapid and continuous learning and development.

Job location

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

For further information

Contact Broad Reach president Andrea Lekushoff at alekushoff@brpr.ca.