



## Looking for a strategic communications leader with purpose and heart

The owner of a well-established, boutique strategic communications and public relations firm with 9 employees (10 miles from Kennett Square, PA) is looking to transition away from the agency to spend more time teaching. The hunt is on for new PR leadership to help build this extraordinary firm's next phase.

### Is that person you?

This is a rare opportunity for a communications/PR superstar, creative problem-solver, aspiring change-maker to directly participate in our agency's future. We are looking for a strong, dynamic, intuitive, organized PR practitioner (or strategic communicator) with recent agency experience and grit to join the agency and help run the firm with our very accomplished COO.

When it comes to communicating purposefully, GillespieHall (GH) – founded in 1996 – has always questioned the rule book. As an often-awarded firm of writers, agile thinkers and digitally savvy communicators, we know we are different from the rest. We are multi-lingual, thorough, interested (and interesting!) – always pushing to learn, and keeping our clients ahead of the curve.

We are a tight-knit team and have remained intact throughout the pandemic. It has not been easy – but we have discovered new things about ourselves and each other making us more innovative, stronger, and delivering a sharper skillset. Our clients range from nonprofit to consumer services to biotech, with a niche for large family-owned businesses, and most have grown in the last year as a testament to their service and responsiveness.

The value we bring to each client is consistent – communication clarity, responsiveness, customer loyalty and significant social media growth. We are smart, intuitive, empathetic, and quick. We care deeply for our clients, with relationships lasting years and even decades, and operate as an extension of their team. We strengthen and grow brands, causes, services, and ideas through strategic, creative storytelling; we are outstanding in all aspects of reputation management and are magnificent brand stewards. We are metrics-driven and make extensive use of digital media and data. We're not in it for the awards, but our work is recognized by international competitions each year. Everyone in the firm plays a role in every project – no egos. We collectively own every success... and every mistake.

Our key deliverables cover all the areas of modern-day PR (we are *not* a 'press release' PR firm) and we make extensive use of media, social media, visual storytelling and community outreach tactics. Competency in all these areas is key. Experience in people management, project management, and client management is a must, as is empathy and a sense of humor.

## Considering a move to beautiful Delaware?

Delaware is a lovely place to live and work. Within easy driving distance of Philadelphia, New York, D.C., Baltimore and Richmond, and several international airports, the state offers its own charms. The First State boasts award-winning parks, bike trails and libraries, famous beaches and festivals, an eclectic and constantly refreshing selection of restaurants and bars, and a growing local arts scene. The community is closely connected, including accessible elected officials, business and community leaders, and a prime environment for innovation, especially in life sciences. We are also home to #46, President Joe Biden.

### What is the role?

This is a creative and strategic leadership position, and works closely with the COO, manages client relationships, collaborates daily with the full GH team, and stewards the GH brand and our clients' brands.

Responsibilities include:

- Developing and managing strategies to achieve client goals
- Executing Discovery projects to create deep understanding of clients and their needs
- Identifying PR and community outreach opportunities
- Generating ideas and stories
- Writing (stories – articles, blogs, letters, releases, opinion pieces, social media posts...)
- Managing projects, teams and clients
- Developing and improving creative processes
- Keeping up-to-date on current PR trends and tools, and educating the PR team
- Representing GillespieHall, and sometimes clients, to the media, the public, the business community
- Maintaining a network of business and media contacts
- Growing new business, including pitching and developing proposals
- Driving strategic change – within the organization and on our clients' behalf

### Experience

The ideal candidate will bring proven experience in leading teams to deliver true impact as a result of well-executed communications, PR and/or marketing campaigns.

Expected experience includes:

- 10+ years professional/business experience
- 8+ years in strategic communications, PR and/or marketing
- 8+ years delivering communication campaigns across multiple channels including media, community outreach, social media, blogs, websites
- 5+ years management experience
- Current agency experience is a MUST

## Key Skills

Our work connects with people, changes perceptions and behaviors, and strengthens communities – so excellent communication skills and a passion for connecting with diverse audiences are critical.

Some skills and qualities that will make a person successful in this role:

- Strong verbal, presentation and written communication
- Impressive emotional intelligence and interpersonal expertise
- Passion for, and instinctive understanding of, communication
- Flair for creativity, strategic thinking and innovation
- Curiosity
- Strong copywriting and marketing mastery
- Commercially aware and business-savvy
- Interest in people and the global community
- Good industry knowledge and experience in building influential networks
- Solid computer prowess
- Outstanding organizational skills with an ability to manage multiple projects and portfolios
- Service-focused and sensitive to confidential information

Compensation is competitive and based on the selected candidate's skills and experience.

Please send your resume and a cover letter to [clara@gillespiehall.com](mailto:clara@gillespiehall.com) – we look forward to meeting you.

We understand behaviors.   
***Then change them.***