

The public relations function is paramount in telling the Vanguard story. For more than four decades, Vanguard has cultivated a reputation with the news media as being an accessible, responsive, candid, and resourceful source for reporters around the globe. Vanguard is also differentiated by adhering to a simple but effective communication approach—being a clear, credible, candid, and contrary voice in the industry.

As a Public Relations Representative, you'll join our team of dedicated professionals in upholding Vanguard's image and reputation as a leading asset manager, thought leader, and, most importantly, steward of our clients' investments. You'll help develop and execute on strategic PR plans, perform media reporting and research, train and prepare executives for media engagements, and serve as a counselor to internal partners.

You'll respond promptly and resourcefully to daily inquiries from print, broadcast, and digital media to promote Vanguard funds, services, and research; advocate on issues of importance to clients; and express Vanguard's viewpoints. You will help develop and deliver responses to breaking market news, regulatory changes, industry developments, and trends. There will also be opportunities to put your strong writing and critical thinking skills to use by developing content, from pitches to press releases.

In this role, you will:

- Provide consultation to address business area's public relations communication needs. Develop cohesive strategies for communicating initiatives and events that are aligned to business outcomes. Assess and maximize impact on target external client audiences.
- Partner with aligned business area to ensure appropriate public relations and communications support. Serve as a spokesperson, manage incoming inquiries from the media, arrange interviews, and prepare subject matter experts to address the public or engage with the media.
- Research, write, and assist with press releases and other communication materials that are professional, effective, and accurate. Create content that is clear, engaging, and concise. Apply Vanguard's style, usage, and brand standards to ensure consistency.
- Capture key metrics and measure the effectiveness of external client communication solutions. Identify trends for future application.
- Participate in special projects and performs other duties as assigned.

Fulfilling your mission:

At Vanguard, we're changing how the world invests, and you'll make sure that message comes cross loud and clear. You will support Vanguard's mission to take a stand for all investors. You will need to bring a strong vision, new perspectives and experiences, a growth mindset, and a dedication to continuous improvement and excellent performance to help continue our work. Are you up for the challenge?

What it takes:

- Minimum of five years related work experience, with at least two years of industry experience.
- Undergraduate degree or equivalent combination of training and experience. Public Relations degree preferred. Graduate degree preferred.

- Strong written and verbal communication skills and a passion for the news, positioning, and storytelling.
- Awareness and understanding of Vanguard's brand and investment philosophy.
- Strong interpersonal skills and professional demeanor, with an ability to influence and persuade.
- Ability to work collaboratively and in a fast-paced environment and manage multiple complex projects and short deadlines.
- Excellent organizational and prioritization skills, and attention to detail.

Vanguard is not offering sponsorship for this position.