



Senior Brand & Communications Strategist

August 2024

Senior Brand & Communications Strategists are responsible for leading client accounts and creating account strategy at Emspace + Lovgren. They embody a high level of leadership, are entrusted with maintaining and growing key relationships, and share responsibility for agency reputation, culture and sustainability.

Central to client relationships, and therefore the agency's wellbeing, this position is dedicated to success in eight key ways:

Strategy: Works directly as an extension of the clients' staff — from planning through execution — by becoming established as a valuable and necessary strategist and partner. Understands how all aspects of the work connect to client goals.

Focus: Is educated on each client's challenges and vision, and functions as a key client and agency information source by understanding the clients' communication style and environment.

Partnership: Proactively leads accounts and does not simply take orders; rather, uses critical thinking skills to guide clients in making strategic decisions. They act as the eyes and ears, as well as the voice, of clients, and advocate for them. Is flexible, sharing expertise and time with other client teams in the office. Builds enthusiasm with respect to teams, clients, vendors, partners and the Emspace + Lovgren experience. Understands what a positive relationship is for both the agency and the client; works to deepen and enhance that relationship.

Results: Plans ROI into all strategies and tactics, helping clients achieve their goals. By producing results for these clients, helps to build and grow agency profitability. Supports agency financial and cultural success by following appropriate process protocol at all times. Reports regularly to agency leadership.

Innovation: Explores beyond the obvious and strives for creative approaches to benefit clients' stakeholder interactions. Is a catalyst for innovative thinking inside and outside of the agency.

Honesty: Is always fair and honest. Will not say "yes" when "yes and" will benefit the client or the agency most. Is empowered to make decisions that will strengthen and benefit clients, client relationships, the team and the organization.

Excellence: Understands the internal definition of excellence includes team and client experience, profitability, results and outcomes. Knows clients' expectations and strives to exceed them strategically, creatively, on time and within budget.

Inclusivity, Diversity, Equity and Accountability (IDEA): Is dedicated to enhancing our commitment to being an inclusive, diverse organization where all employees, clients and peers feel valued and supported. Understands IDEA as more than just policies and practices and can commit to continually listening, learning and growing. Sees IDEA as an integral part of who E+L is and how we work with clients and the community.

Education

Minimum BA required; Additional education is considered a plus.

Experience

Strong (10-15 years) communications background leading strategic initiatives

- Experienced in the development of strategic plans, tactical plans and preparing creative briefs
- Expert at working in and leading teams; demonstrates an ability to steer creative direction on behalf of client strategies
- Demonstrates strong writing skills; has experience defining and managing dynamic content
- Has deep familiarity with digital, social, video and traditional media
- Has developed good contacts in key areas
- Has worked in a variety of settings
- Is able to develop and maintain client and team relationships at all levels
- Has solid experience with project management systems

Important Attributes

Strategic, creative and able to lead; Interested in going deeper into issues and defining opportunities; Detail-oriented, organized, able to multitask in a fast-paced environment; Able to work in a variety of situations with a variety of personalities; Able to represent agency priorities. Cool under pressure, can handle stressful and sensitive situations with grace and professionalism; Positive attitude, able to energize teammates; Understands excellence and pushes for it; Good follow-through; Sees opportunities and is able to leverage them for the good of the organization/client; Takes responsibility for the quality of the work and the success of the client. Well-connected; passionate about Omaha.

Primary Responsibilities

Manage client relationships; Defines client goals and expectations; Develops strategic plans and frames up/manages projects; Works with Agency Operations to establish budgets and invoice schedules that work for clients and to ensure appropriate timelines for the team and the client; Proactively communicates plans and outcomes with clients; Secures budget and timeline approvals; Provides creative direction along with briefs and communicates strategic objectives to team members; Collaborates with team members and is able to give and receive feedback with ease; Manages and/or oversees management of workflows internally and externally; Responsible for the quality and effectiveness of solutions; Responsible for the success of the execution and the satisfaction of the client; Responsible for ongoing and proactive communication with clients; Partners with Agency Operations to confirm invoices and ongoing budgets with clients; Monitors, tracks and reports quarterly to President on the results, status and outlook for each client; Keep team updates on all feedback and action steps; Able to navigate alongside other strategists for a variety of clients. Always works proactively for clients.

Secondary Responsibilities

Identifies opportunities for the organization and leverages current relationships; Prepares awards entries for their projects; Provides support to Emspace clients as necessary (through other strategists); Provides insight and advice to team and President; Participates in the success of the organization by attending community events; Participates in IDEA activities; Represents Emspace + Lovgren in the community.

Requirements

- BA degree and at 10-15 years of experience working on integrated campaigns, including traditional, non-traditional/digital campaigns and website launches
- Deep public relations/communications/agency experience
- Is able to lead and grow accounts with little-to-no hands-on management
- Can lead teams with professionalism, positivity and a growth mindset
- Able to represent agency priorities
- Understands creative development workflow for online, print and media disciplines
- Strong verbal, writing and presentation skills
- Strong social media understanding
- Organized, proactive and multi-tasker
- Able to solve problems creatively
- Is a bridge-builder
- Is flexible: Will quickly and easily adapt to changing mandates, priorities and circumstances
- Is resilient
- Possesses a “make it work” mentality
- Proven track record as a collaborative, generous team player; readily shares ideas but also can happily build on others’ ideas
- Is passionate about breaking new ground – new technology, new channels, new opportunities, new solutions
- Is able to manage time appropriately and meet aggressive deadlines
- Dedicated to working within a project management system
- Has managed production budgets effectively
- Takes pride in the work of the agency
- Takes personal responsibility for quality work, processes, client satisfaction and outcomes
- Is committed to helping the agency grow
- Keeps VP Client Services informed of client and account progress and status
- Familiarity with Google and Microsoft Office Suites required
- Experienced at leading and collaborating with creative teams
- Experienced at leading a range of projects including digital, websites and print
- APR, IAP2 and or Event Certification a plus

Labor Status: This is a professional position

Salary: \$80,000 - \$100,000 per year, depending on skill level and experience

Supervisory Responsibilities: None but must interface with and may serve as a mentor to other

brand and communications teammates
Reports to: VP Client Services

About Emspace + Lovgren

Emspace + Lovgren crafts thoughtful communications around ideas that matter.

We've developed a reputation for partnering with organizations and initiatives that improve the quality of life right here in Omaha, Council Bluffs, our region and our state. That means work on behalf of key community issues, like how our urban core develops, how we move around the city, health, education and culture. Our award-winning strategies, powerful messages and purpose-driven design inspire audiences across communities to take action and make change.

Joining the Emspace + Lovgren team is an important decision. Because the work we do is so vital to our community's future success, we set an admittedly high bar for ourselves and we take responsibility for each clients' success as well as for each other. We are smart, creative, connected, dedicated, passionate, thoughtful and trusted. And we always strive to move forward as a team.

You can find us close to the action in Midtown Omaha, just north of Turner Park on Dodge Street. It's the perfect location for walking, using transit and accessing I-80.