

Please email your resume and cover letter to: careers@bmlpr.com

PLEASE NOTE: This Position is HYBRID - Our team works three days in the office (Monday/Tuesday/Thursday, office is located in Florham Park NJ) and two days at home (Wednesday/Friday)

Vice President Overview:

A BML Vice President oversees overall staff operations, business planning, budget development and reconciliation and agency profitability. A VP develops and maintains relationships with decision makers of new/existing clients and media outlets. A VP has a proven track record with new business development including proactive sales initiatives, agency marketing and marketability. The VP is the gatekeeper between mid-level management team and the President + CEO, ensuring that the agency's core values, processes, mission and vision are cultivated both internally and externally.

General:

- Holistically oversee management of multiple accounts
- Manage and keep team members accountable
- Develop/reconcile budgets
- Manage time tracking and team profitability
- Leadership, mentoring of managers
- Ability to provide clear direction for mid-level management on client correspondence, media pitching, etc.
- Ability to identify and problem solve account weaknesses and escalate to President + CEO as needed

Program Development:

- Ability to develop creative ideas for clients
- Ability to develop PR programs and SOWs for new + existing clients
- Develop new business programs writing/brainstorming
- Agency sales and marketing for new and existing clients

Client Relations:

- Client counseling on a day-to-day basis
- Problem solving of client issues
- Strategic thinking on behalf of all clients
- Master of "the business" and "the big picture"
- Ensuring profitability and striving for incremental growth

Media Skills:

- Teach media relations skills to junior staff
- Strong media contacts and proven track record of media success
- Proactive/reactive media outreach
- Overseeing media reporting and results

Writing Skills:

- Ability to write all aspects of client correspondence including memos, interview requests, updates, status reports, project recaps, strategy documents/plans, etc.
- Write PR plans (new business and existing business) with limited changes
- Write case studies
- Oversee the writing and submission of agency award entries

Client Communication:

- Solid written/verbal correspondence with clients
- Forward-thinking - what is down the pipeline that needs to be considered, acted upon and planned

GET TO KNOW US:

BML Public Relations specializes in a variety of PR services, including brand management, media relations, events and promotions, product launches, social media, cause marketing, crisis communications and more. Our hardworking, fun, scrappy and easy-to-work-with team of PR pros provides big-thinking strategy, unparalleled creativity and amazing results for all of our clients. Our diverse client base ranges from emerging companies to established brands, spanning from Coast to Coast.

No Sunday scaries here. Our team brings their A-game, kicks ass and lives a life outside of the office. We've created an environment WE want to come to on a daily basis. Our team enjoys a hybrid work schedule (three days in the office, two days at home) and half-day Fridays YEAR-ROUND, in addition to summer Fridays, generous PTO, sick days and holidays off (yes, that INCLUDES Super Bowl Monday).

Visit us at www.bmlpr.com for more information.