

# GAGEN MACDONALD

## Employee Communications/Strategy Implementation Consultant

### Company Overview

Gagen MacDonald is a strategy execution firm that helps companies turn strategy into results. Working collaboratively from the corporate office to the front line, we leverage an organization's brand, culture, vision and history to motivate and align employees behind accomplishing business objectives. We focus our experiences and passions to make our client's cause our cause and drive for results.

### Position Overview

We're looking for a person with exceptional strategic thinking, counseling, writing and communications skills who is ready to support and/or lead client teams. Our consultants have the vision to design strategic communications from planning through execution and are committed to delivering results that drive business goals. They are smart and passionate individuals who can identify and pursue new opportunities and ensure the effective, efficient delivery of communications services and products to our clients.

Like our other consultants, you will be dedicated to working at all levels within our clients' organizations to deliver better business results by using communications strategies and tactics to improve workplace performance. Our consultants play a variety of roles from strategist to coach to implementer as required by each unique client opportunity.

You may be asked to:

- Create a business cause that rallies people to purposeful action;
- Structure communications processes to provide people with the information they need to improve performance;
- Design leadership communications that lead to new thinking and spur changes in management processes;
- Embrace an integrated approach to change by partnering with human resources, marketing, finance and other key functions;
- Navigate the politics and intricacies of employee issues;
- Measurably connect employee motivation and engagement to achieving business results;
- Challenge and align senior management thinking;
- Coach management "real time" as strategies are implemented; and
- Decipher and explain a brand promise so it's actionable for employees.

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The ideal candidate will be:

- Organized, creative and tenacious--never letting opportunity slip through cracks
- Eager to become a thought leader by constantly exploring emerging trends and issues with an impact on communications and strategy execution
- Focused on delivering our products and services to help build our brand
- Confident and secure in an entrepreneurial environment
- Demonstrate a passion for client service

## **Responsibilities**

- Lead and/or support client teams to deliver a high quality work product focused on client needs
  - Develop and manage integrated communication strategies and tactics based on client need that ensure delivery of real results
  - Write/create deliverables, including communication-oriented deliverables such as presentations, reports, speeches, articles
  - Effectively solve client problems and achieve results using critical thinking and Gagen MacDonald's methodologies and products
  - Provide experience-based counsel to clients
  - Maintain the standards of quality work product that embody the Gagen MacDonald brand
- Actively participate in new business development and growing existing business
  - Establish and maintain solid results-oriented relationships with clients
  - Provide strategic counsel to clients to help them evaluate their needs and increase their effectiveness
  - Take the lead in identifying new opportunities at the client and develop Gagen MacDonald offerings to meet the need
  - Actively participate in selling additional products and services to our client base
- Provide strong project management support
  - Create and execute project work plans and revise as appropriate to meet changing needs and requirements
  - Identify resources needed and assign individual responsibilities
  - Manage day-to-day operational aspects of a project
  - Review deliverables prepared by team before passing to client
  - Effectively apply Gagen MacDonald methodology and enforces project standards
  - Prepare for engagement reviews and quality assurance procedures
  - Minimize exposure and risk on project

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- Ensure project documents are complete, current, and stored appropriately
- Manage project budget
- Ensure timely and accurate invoicing
- Follow up, when necessary, regarding invoicing and other client issues
- Analyze project profitability, revenue, margins, bill rates and utilization

## **Experience & Qualifications**

- 6 to 8 years experience in strategic communications role; experienced in planning and implementing effective multifaceted employee communications campaigns
- Demonstrated experience with successfully creating and delivering strategic communications programs aligned with business goals
- Strong problem solving skills: identification, solution, execution
- Exceptional writing ability, especially ability to articulate complex situations simply and in an engaging style
- Ability to work on multiple projects with tight deadlines in a fast-paced, changing environment
- Work with limited guidance from supervisor
- Self-starter, self-managed and well disciplined
- Quickly establishes rapport with others and gains their confidence
- Strong business acumen and ability to navigate complex and highly political organizations to achieve results
- Proven track record in all responsibilities listed for position.
- Exemplifies Gagen MacDonald values (attached)

## **Education:**

- Bachelor's degree in communications, public relations, English, journalism or related field, or an equivalent combination of education, experience and training required
- Advanced degree a plus

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## Gagen MacDonald's Values and Guiding Behaviors

### **We act with integrity, humility and kindness in everything we do**

- We are good listeners first.
- We respect and trust each other.
- We assume innocence.
- We keep our promises.
- We tell the truth.

### **We are inspired by courage, passion, and a sense of fun**

- We're not afraid of the dark.
- We believe ingenuity finds a way around every obstacle.
- We are invigorated by making a difference.
- We constantly push the envelope of our thinking and approach.
- We are careful not to take ourselves too seriously.

### **Our cause is our clients' success**

- We are unrelenting in our pursuit of achieving client results.
- We deliver our best work and create sustainable value for each client.
- We seek opportunities to learn and transfer knowledge and skills in each assignment.
- There are no substitutes for understanding our clients' businesses.
- We approach clients' challenges with empathy.
- We thrive on "rolling up our sleeves and getting our hands dirty."
- Through superior service and treating clients as we treat each other, we build enduring partnerships.

### **We celebrate individuals and their contributions to the vitality of our firm**

- We are committed to nurturing and developing each person.
- We appreciate the power of diversity.
- We reward and recognize achievements.
- Each of us takes responsibility for teaching and learning.
- Everyone has the opportunity and encouragement to do great work.

### **Our community is built upon inclusive and collaborative teams and is sustained through individual accountability**

- Coaching, mentoring and feedback shape our relationships.
- We seek and leverage variation in thought, ideas and experience.
- We care about each other.
- We believe that silent dissent is corrosive, so we rely on forthright discussion.
- We do not tolerate hidden agendas.
- We are each accountable for living our values.