

# CAREER OPPORTUNITY

## Reputation Advisor

*Reputation Leaders Network Members*

### Office Location | Cambridge, MA

Reputation Institute is the gold standard in reputation management research and consulting. Reputation Institute helps companies unlock the power of their reputations for competitive advantage. Hundreds of Fortune 1000 companies around the globe leverage Reputation Institute's RepTrak® methodology for measuring and managing reputation. We work closely with all of the communications functions including at the highest level with the CCO to specialized areas of communications such as public relations directors, social media managers, reputation management specialists, and corporate social responsibility officers.

Reputation Institute's research is considered the authoritative source for Corporate Reputation Management by the world's leading publications. Our research been featured in nearly every relevant trade publication, including *The Economist*, *Forbes*, *Fortune*, *Time*, *Bloomberg*, *Information Week*, *Industry Week*, *Business Week*, *The Financial Times*, *Washington Post*, *NY Times* and the *Wall Street Journal*. Our analysts frequently appear on media outlets such as NPR, CNBC, FOX Business News, BBC, Sky News, CNN and a multitude of industry webcasts.

### The Reputation Advisor role

The Reputation Advisor is a key position within the Reputation Institute's client management advisory team. The Reputation Advisor is responsible for managing the relationship with Reputation Leaders Network executive members, publishing research briefs, advising members on research insights and conducting desk top research across all research topics including reputation management, reputation risk, corporate social responsibility, brand management, corporate communications and social media, marketing analytics and advertising campaign effectiveness.

- Keen interest in reputation management, measurement and corporate communications challenges that face RI's clients, the Corporate Chief Communications Officer's team.
- Managing a dedicated set of Reputation Leaders Network executive members experience and membership deliverables including quarterly member meeting preparation, scheduled and ad hoc research advisory calls and RepTrak® reputation measurement reports and workshops.
- Working with Reputation Institute's Research Team to write RepTrak® industry reports, briefs and member case studies covering a variety of corporate reputation and communications related topics.
- Conducting desk top research on Global 500 companies establishing a clear understanding of Company Mission/Values, Brand Promise, Key Executives, Awards, Media Coverage, Social Initiatives and Financial Performance.

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- Delivering to Members RepTrak® Deep Dive measurement reports which benchmarks company reputation across all stakeholders and provides analysis on actions for improvements.

## Professional qualifications

A successful candidate will possess:

- Deep understanding of corporate communications, reputation management, branding, corporate social responsibility, reputation risk management and financial performance.
- Strong client management skills including email and phone based communication skills.
- Excellent writing skills and strong understanding of how to translate complex, data rich research into compelling content for business and communications executives.
- Advanced critical thinking and data analysis skills required.
- Ability to work in the United States is required.

**EDUCATION: BA/BS degree from a leading school is required with a focus on communications, journalism, marketing, analytics or business preferred.**

## Compensation package

The Reputation Advisor role includes a compelling compensation package including a competitive salary and an annual performance bonus plan. In addition, Reputation Institute offers a full benefits program including medical/dental/vision benefits, paid vacation and more.

Reputation Institute is committed to diversity in the workplace and is an Equal Opportunity Employer.

Please send your resume and cover letter to Tammy Olsen, Director of Human Resources, [tolsen@reputationinstitute.com](mailto:tolsen@reputationinstitute.com).