

CAREER OPPORTUNITY

Vice President & Consulting Director, Reputation Science

Office Location | London

Reputation Institute owns the science of Reputation.

Reputation Institute's RepTrak® methodology is the gold standard in the science of reputation. Reputation Institute helps global companies unlock the power of their reputations for competitive advantage. Reputation Institute has conducted research over the last 15 years on 7,000 companies across 40 countries developing the largest global normative database in the world on reputation management, KPI's, benchmarks, metrics and best practices.

Reputation Institute's research is considered the authoritative source for Corporate Reputation Management by the world's leading publications. Our research has 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.

VICE PRESIDENT & CONSULTING DIRECTOR

The Consulting Director is an expert communicator and client delivery leader, adept at leading small teams of talented consultants in a global environment. The Consulting Director is experienced at analyzing stakeholder measurement data and developing actionable recommendations for communications and marketing executives. In this role, you will be advising senior executives for the world's largest companies with Reputation Institute's gold standard of reputation measurement, RepTrak®, as the basis for performance benchmarks and strategic recommendations.

Specifically, the Vice President & Consulting Director is responsible for:

- **Reputation Management Thought Leadership** – Lead client discussions on corporate communications and reputation best practices including: Industry impact, stakeholder messaging and mapping, communication channel performance, aligning corporate reputation to brand purpose, reputational risks, building the business case for reputation and reputation governance. The Consulting Director is a market visible thought leader with responsibility for media interactions, public speaking and publishing on key reputation related trends.

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- Client Delivery** – Lead a portfolio of clients through workshops, qualitative and quantitative research analysis identifying key insights from stakeholder data. Lead a small team in distilling the data into actionable recommendations that are packaged into client deliverables and presented to the clients in the form of executive workshops, data dashboards, expert advisory and actionable reports. Ability to guide and direct client questions and inquiry in coherent and concise answers is essential. The Consulting Director must have been seen as a reputation expert and corporate communications peer through the eyes of our most senior clients.
- Commercial Development** – Drive overall bookings and revenue growth within a portfolio of clients assuring overall client profitability. The Consulting Director is responsible for working with the Managing Director to identify potential areas of upselling and opportunities for renewal in every client throughout the client delivery lifecycle. The Consulting Director and their team will have bookings and revenue growth and profit level goals aligned with the market budget for their respective portfolio of clients.
- Analytical Insight & Visualization Development** – Direct and innovate the quantitative analysis through business lead analysis plan development, standard analytical techniques, leveraging analytical software and tools to create compelling and predictive data driven client recommendations and reports. The Consulting Director will work with their team of analysts and consultants to identify the story that resides within the data and formulate actionable recommendations for improvement for each client.

PROFESSIONAL QUALIFICATIONS:

A successful candidate will possess:

- 10+ years of proven data driven consulting leadership experience delivering executive level insights and recommendations.
- Expert level command of reputation management concepts including corporate communications, stakeholder management, messaging campaign management, press relations, investor relations, marketing alignment and corporate social responsibility.
- Proven commercial experience and skills in high levels of client upselling and renewal.
- Consultant team development skills leading to high performance consulting teams focused on client value and commercial success.
- Multi-Language skills preferred: Professional level English is required in all markets
- Ability to work in London is required.

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EDUCATION:

Advanced Degree from a leading school is required with a focus on Business, Communications, Social Sciences Marketing Analytics, Consumer Behavior or Economics highly preferred.

COMPENSATION PACKAGE:

The Vice President & Consulting Director role includes a compelling compensation package including a competitive salary, an annual performance bonus plan and a client renewal and upsell commission program. Reputation Institute offers a full benefits program including company holidays, paid vacation and more.

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


Please address all cover letters and resumes to Tammy Olsen at tolsen@reputationinstitute.com

Hear what our clients and team say about RI

RI is the best place to grow as a professional. We work hard and we have fun doing it. Simply put, we are the Gold Standard of reputation management. Our Founders literally wrote the book on it and our clients sing our praises.

What organizations say about RI!


"Our CEO now utilizes quarterly general-public reputation measures in 15 countries consolidated into a single dashboard to report to our Board. Reputation Institute's framework has helped us understand our stakeholders."



Chief Marketing Officer,
MasterCard Worldwide

RepTrak®
Trust


"To be ranked among the most reputable companies is a great honor, and a reflection of what our 325,000 team members strive to deliver every day."



SVP Integrated Marketing
and Communications, FedEx

Expertise
Honest Integrity


"We believe the survey is a great way to measure how we perform as a company and we remain dedicated to continue to live up to the expectations children, parents and other stakeholders have on us."



President and CEO,
The LEGO Group

Global
RLN


"A large part of Levi Strauss & Co.'s successful 162-year history is our commitment to quality apparel that never goes out of style and an unrelenting focus on innovation."



President and Chief
Executive Officer,
Levi Strauss & Co.


Teamwork
Advisor

"We believe reputation is built on our commitment to customers to provide quality, innovative products and back them with integrity."



Director, Global Public
Relations, John Deere

"Bacardi strives for continuous progress and improvements in everything we do. It's very rewarding to see that we are making real strides in corporate governance, innovation, reputation and overall citizenship with others around the world taking notice. A three-point jump in just one year to the number 90 spot in the Global RepTrak 100 rankings is extremely satisfying."



BACARDÍ
CEO, Bacardi Limited

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What our team says about RI

"To me, RI is an opportunity to create a legacy in reputation measurement and management. The chance to do great work, be great, and expand upon our reputation as the gold standard in our field of reputation."

"We share the same financial goals – and we show each other the respect deserved. We have a spirit of we win together. No one person can claim all the success and no one person takes all the blame."

"One RI is a mindset, a way of working, and a collective goal. Globally we need to unite around a common purpose and to collectively work towards the same outcome. "



"It means transparency, collaboration and partnership across offices and departments."

"A better system of communication and transparency. I do know that geographical distance presents an issue, but I do believe that it will be of high value if we learn more about the people in different offices."

"I recently joined RI and from my vantage point One RI means that although we are dispersed throughout the globe we share a single vision."



For more information about the firm, please visit our website at www.reputationinstitute.com.