



## **Vice President, Digital Job Description**

H/Advisors Abernathy, a leading strategic communications firm, is seeking an ambitious and hardworking candidate to join its digital practice as a Vice President. This position is slated to be in our Chicago office; however, we are open to considering candidates who could work from a different H/Advisors Abernathy office location (Los Angeles, San Francisco, Houston, Washington, D.C., or New York).

Our work focuses on advising and executing sophisticated communications programs for some of the world's leading companies and organizations, particularly around mergers and acquisitions, shareholder activism defense, crisis and issues management, public affairs, litigation and other special situations.

Our clients come to us for help communicating their stories to policymakers, regulators, investors, customers, employees and other key stakeholders.

### **Technical requirements**

- Four to five years of experience managing projects across social media, search and owned digital media with a focus on strategic communications
- Proficient in building organic and paid digital media strategies, with a focus on crisis and critical issues, corporate reputation financial communications, executive communications, litigation and public affairs
- Digital Tool Proficiency: Social media (Facebook, Instagram, X, LinkedIn, Reddit, etc.), paid media, social analytics, SEO, SEM (Search Engine Marketing), Google Analytics and Google Tag Manager, Email marketing, presentation software
- Bachelor's degree
- Strong interpersonal and organizational skills
- Experience leading clients facing critical issues with a focus on rapid response, measurement, monitoring, analysis, content production and strategic advisory

### **Operational capabilities should include ability to:**

- Manage processes and deliverables across the digital landscape from monitoring, measurement, analysis, strategic advisory and content production
- Utilize suite of tools necessary to provide relevant, customized and actionable client advice
- Work collaboratively with colleagues to deliver high-quality advice
- Contribute to practice area thought leadership including research, writing and promotion



- Showcase curiosity for exploring new platforms and best practices that yield results for clients
- Build trust and work effectively with internal and external clients
- Support Senior Vice President and Account Executive in:
  - Developing a curriculum for training current and new employees in best practices for digital campaign development, management, research and analytics
  - Creating and maintaining a method for sharing the latest digital trends internally and with clients and referral sources, when appropriate.
  - Collaborating in a corporate environment with our Management Committee, Marketing, practice area leaders and client teams to identify how to integrate digital into strategic communications strategies
  - Complementing H/Advisors Abernathy's traditional communications offering to clients with sophisticated social and digital work that enhances our clients' corporate narrative and communications outcomes
- Contribute meaningfully to new business initiatives, targeting prospective and existing clients
- Manage projects for quality control, timeliness and budget
- Mentor and supervise the work of junior team members

#### **How we measure success**

- Work collaboratively and effectively with executives across different geographies, seeking and successfully achieving buy-in on project approaches and concepts
- Be a sought-after internal partner, known for sound advice, reliable and on-brand performance, and respect for both H/Advisors Abernathy and client approval processes
- Deliver superior quality, reliable and timely work and demonstrate a commitment to a 24/7 work environment when needed

#### **Salary Range**

\$100,000 to \$125,000 per year, plus eligibility for consideration in our discretionary bonus pool. The salary range may be increased based on skill set and qualifications of candidates. This is an exempt role.

To apply, please upload your resume and cover letter (both documents are required for complete applications) to LinkedIn. We will review your application and contact you if you are selected for an interview.



### **About H/Advisors Abernathy:**

H/Advisors Abernathy is a leading strategic communications advisor providing communications, engagement and advocacy expertise that helps clients build and preserve value, seize opportunities and solve problems in today's highly complex, dynamic and interconnected world. Since 1984, the firm specializes in advising CEOs, board directors and senior executives on effective stakeholder communications and engagement. H/Advisors Abernathy operates from offices in New York, Houston, Los Angeles, San Francisco, Chicago and Washington, D.C. The firm is a founding member of H/Advisors, the leading global strategic advisory group for cross-border communications.

We serve our clients in the following areas: transaction communications; shareholder activism defense; crisis management; alternative investment communications and private equity; public affairs; corporate reputation and positioning; and investor relations. We are consistently ranked as a leader within these disciplines. We underpin all of our offerings with robust digital expertise, rigorous research and insights and creative services.

H/Advisors Abernathy is an equal opportunity employer. We value and welcome employees of diverse backgrounds, beliefs and viewpoints, including race, religion, national origin, gender identity and sexual orientation. We believe this diversity contributes meaningfully to the quality of the counsel we provide and enriches the culture of our firm.

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification form upon hire. H/Advisors Abernathy participates in the E-Verify program. For more information about the program, please see our website's Join Us page (<https://abernathy.h-advisors.global/join-us/>). Please note that we will not sponsor applicants for work visas.