

Holm Marcher & Co.

Client Director for Reputation Institute

Reputation Institute is looking for a seasoned, analytical, and capable Client Director and client advisor with a strong commercial mindset and experience in leading teams, who is ready to take ownership of your own client portfolio, and advise executives for some of the largest companies in the world, using Reputation Institute's RepTrak® insights.

About Reputation Institute

Reputation Institute was founded 20 years ago and is a tech-forward business enterprise that helps the world's largest companies build credibility with the people that matter most to them. They do this by delivering RepTrak®-driven insights about how they are truly perceived. Reputation Institute has their headquarters in Boston, and their presence is far and wide, with offices in main locations of the Americas, Europe and the Far East. Their Copenhagen Office serves the Nordic and German markets. The firm has a unique culture that is globally-minded, spirited, and fun. They are a global, diverse, and intellectually curious team, who cares about creating a creative, fun and flexible environments, where they welcome new challenges in this dynamically changing industry. They pride themselves on being at the center of the reputation ecosystem, while they keep creating value, innovating and building an unstoppable team along the way. Reputation Institute are entrepreneurial and constantly creating value, and they have a deep focus on quality, precision, and validity in their work. A key value of theirs is to follow through on commitments to honor their word. They are ethically, fiscally, and environmentally responsible, and open to new ways of thinking.

Since 1999, Reputation Institute has conducted research 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. Their research is considered the authoritative source for Corporate Reputation Management by the world's leading publications, and 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. Among Reputation Institute's Copenhagen clients we can mention Carlsberg, Chr. Hansen, Danske Bank, Electrolux, LEGO, Maersk, Rockwool, Tetra Pak and Vestas.

The position

As Client Director for Reputation Institute you will become responsible for your own client portfolio, with a base of 8-10 clients, including a set of anchor clients within a named client group, where you will have responsibility for revenue attainment, thought leadership development and client success. We expect that you will draw on your expert communication skills and your client delivery leadership competencies in order to successfully lead small teams of talented people, build and maintain a close connection to Reputation Institute's clients while providing them advisory value, and to interact with the media and public on behalf of Reputation Institute. We expect that you are 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 some of the largest companies in the world using RepTrak® insights. As Client Director for Reputation, the areas you will be working with are Client Delivery, Commercial Development and Analytical Insight & Visualization Development.

Your specific tasks will include:

- Working with the Market Leader and local delivery team, leading the identification of upsell opportunities, and managing the upsell and renewal KPI for your account team.
- Leading a portfolio of clients through workshops, qualitative and quantitative research analysis identifying key insights from reputation data.
- Leading 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.
- Driving overall bookings and revenue growth within a portfolio of clients, assuring overall client profitability.
- Directing and innovating the quantitative analysis through developing the business lead development plan, standard analytical techniques and leveraging analytical software and tools to create compelling and predictive data driven client recommendations and reports.
- Transforming your results into applicable initiatives to the benefit of CCOs and other C-suite members among clients to make improvements in their business

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- In-depth understanding of how to apply our results to the benefit of CCOs and other C-suite members in our clients to make improvements in their business

The ability to guide and direct client questions and inquiry in coherent and concise answers is essential. As Client Director you must be an expert in reputation and corporate communications peer through the eyes of our most senior clients. The Consulting Director is responsible for working with the Market Leader to identify potential areas of upselling and opportunities for renewal in every client throughout the client lifecycle. As Client Director, you will be responsible for having bookings, revenue growth and profit level goals aligned with the market budget for their respective portfolio of clients. You will work with a team of analysts to identify the story that resides within the data and formulate actionable recommendations for improvement for each client.

Your profile

The ideal candidate comes with 10+ years of proven data driven consulting leadership experience, delivering company level insights and recommendations. You have an education from a leading school with a focus on Business, Communications, Social Sciences Marketing Analytics, Consumer Behavior or Economics. We expect you to be an expert of reputation management concepts, including corporate communications, stakeholder management, messaging campaign management, press relations, investor relations, marketing alignment and corporate social responsibility. You have a proven commercial experience in keeping and growing clients, and you are skilled in consultant team development, meaning that you can lead them to high performance consulting teams focused on client value and commercial success. We expect you to have full professional proficiency in the Danish and English languages, and it is a definite plus, if you speak more languages.

The position is based in Copenhagen, it is therefore required that you are able to work in Copenhagen. The 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 in line with local standards.

Interested?

If you want to know more about the job you can contact Klaus Markholt-Hansen on email: kmh@holmmarcher.dk.