On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through GSA Advantage!, a menu-driven database system. The INTERNET address for GSA Advantage! is: http://www.gsaadvantage.gov
CUSTOMER INFORMATION

1a. Awarded Special Item Numbers (SINs): 512110, 541430, 541511, 541613, 541810, 541810ODC, 541820, 541910, OLM

1b. Lowest priced model numbers and prices for each SIN: N/A

1c. Hourly rates: See appendix for approved labor category descriptions and applicable hourly rates

2. Maximum order: $1,000,000.00

3. Minimum order: $100.00

4. Geographic coverage: Worldwide

5. Point(s) of production: Basking Ridge, NJ (Somerset County)

6. Discount from list prices or statement of net prices: Government Net Prices (discounts already deducted.)

7. Quantity discount(s): Additional 1% off each task order > $50,000

8. Prompt payment terms: 2% off each invoice paid within 10 days NET 30 days. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions

9a. Notification that Government purchase cards are accepted up to the micro-purchase threshold: Yes

9b. Notification that Government purchase cards are accepted above the micro-purchase threshold: Yes

10. Foreign items: N/A
11a. Time of delivery: As negotiated between contractor and ordering agency

11b. Expedited delivery: As negotiated between contractor and ordering agency

11c. Overnight and 2-day delivery: As negotiated between contractor and ordering agency

11d. Urgent requirements: As negotiated between contractor and ordering agency

12. FOB point: Destination

13a. Ordering address: MCS Healthcare Public Relations, 110 Allen Road, Suite 303, Basking Ridge, NJ 07920

13b. Ordering procedures: For supplies and services, the ordering procedures and information on Blanket Purchase Agreements (BPAs) and are found in Federal Acquisition Regulation (FAR) 8.405-3

14. Payment address: MCS Healthcare Public Relations, 110 Allen Road, Suite 303, Basking Ridge, NJ 07920

15. Warranty provision: N/A

16. Export packing charges: N/A

17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level): Contact Contractor

18. Terms and conditions of rental, maintenance and repair: N/A

19. Terms and conditions of installation: N/A

20a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices: N/A
20b. Terms and conditions for any other services: N/A

21. List of service and distribution points: N/A
22. List of participating dealers: N/A

23. Preventive maintenance: N/A

24a. Environmental attributes (e.g. recycled content, energy efficiency, and/or reduced pollutants): N/A

24b. Section 508 compliance for EIT: N/A

25. DUNS number: 160945325

26. Notification regarding registration in SAM database: Contractor has registered with the System for Award Management (SAM) database; Cage Code 4C495
WHY MCS HEALTHCARE PR

MCS brings the highest level of communication skills and more than three decades of healthcare experience to clients who value thoughtful collaboration to achieve their goals. We have remained a constant fixture in an ever-changing media marketplace by adapting and innovating as rapidly as the science itself. From our earliest assignment celebrating the eradication of smallpox to announcing the results of the world’s first cardiovascular mega-trials, we have amassed a deep level of scientific and journalistic expertise and earned the enduring trust and respect of the industry’s top innovators, advocates and influencers.

What sets us apart?

• Experts at creating solution-based programs and platforms that make a difference for patients, healthcare providers and our clients
• Robust track record of co-developing strategic communications campaigns with the world’s leading healthcare thought leaders
• Masters at making complex topics understandable
• Extensive experience executing successful national media campaigns
• Strong relationships with professional organizations and patient advocacy groups and their leadership

Clients turn to MCS because of our strong heritage in healthcare and reputation for quality work. Clients stay with us because the people here share their passion for life sciences and are supported by a culture that enables exceptional service. We are committed to resolving the challenges facing our clients by bringing new concepts and real answers to the table. Each day we challenge ourselves to make our ideas, our outreach and our commitment make a difference for patients.
## GSA PRICE LIST

<table>
<thead>
<tr>
<th>Labor Category</th>
<th>Hourly Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Vice President</td>
<td>$264.42</td>
</tr>
<tr>
<td>Senior Vice President</td>
<td>$244.08</td>
</tr>
<tr>
<td>Vice President</td>
<td>$223.74</td>
</tr>
<tr>
<td>Senior Director of Client Services</td>
<td>$211.54</td>
</tr>
<tr>
<td>Director of Client Services</td>
<td>$199.33</td>
</tr>
<tr>
<td>Senior Account Supervisor</td>
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<tr>
<td>Account Supervisor</td>
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<tr>
<td>Senior Account Executive</td>
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<tr>
<td>Account Executive</td>
<td>$122.04</td>
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<tr>
<td>Account Representative</td>
<td>$90.38</td>
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</table>

<table>
<thead>
<tr>
<th>Support Item</th>
<th>GSA Net Price</th>
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<tbody>
<tr>
<td>Advertisement (targeted campaign) task order</td>
<td>$40,302.27</td>
</tr>
<tr>
<td>Multimedia prod/dist (targeted social media image production) task order</td>
<td>$8,434.91</td>
</tr>
<tr>
<td>Wire distribution (assumes US1 distribution, text only, limited word count) task order</td>
<td>$7,501.26</td>
</tr>
</tbody>
</table>

Rates include the 0.75% IFF and reflect a discount from our standard commercial rates.

The Service Contract Labor Standards (SCLS) is applicable to this contract as it applies to the entire Multiple Award Schedule and all services provided. While no specific labor categories have been identified as being subject to SCLS due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CRF 541.300), this contract still maintains the provisions and protections for SCLS eligible labor categories. If and / or when the contractor adds SCLS labor categories / employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS matrix identifying the GSA labor category titles, the occupational code, SCLS labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.
ACCOUNT REPRESENTATIVE

Position requires a bachelor’s degree in communication, public relations or a related field, and 0-2 years experience.

PART I. MCS EMPLOYEE CHARACTERISTICS

• **Builds professional relationships** that forge strong, cohesive account teams and lead to solid client/agency relationships based on confidence and respect. This includes:

  ➢ Developing effective and cordial working relationships with colleagues
  ➢ Building rapport, mutually respectful and collaborative relationships with superiors
  ➢ Encouraging a cooperative team environment
  ➢ Seeking and capitalizing upon opportunities to build successful client relationships
  ➢ Seeking and capitalizing upon opportunities to build successful media relationships

• Demonstrates **strategic and critical thinking** abilities that produce smart solutions to challenges and high-quality results for clients, including:

  ➢ Identifying new courses of action when encountering obstacles
  ➢ Cultivating innovative ideas that add value to work
  ➢ Transferring learning from one situation to another
  ➢ Asking questions and challenging assumptions directly
  ➢ Prioritizing effectively

• Takes responsibility for **personal professional development** to increase knowledge of craft, stay current about industry trends and drive a successful career by:

  ➢ Soliciting performance feedback from supervisors
  ➢ Monitoring personal performance and adjusting as appropriate to improve quality of work
  ➢ Seeking opportunities for professional development
  ➢ Taking initiative and seizing opportunities
PART II. MEDIA RELATIONS, RESEARCH AND MONITORING

- Develop **media relations skills** to achieve success for clients’ media campaigns; activities may include some or all of the following:
  - Developing and maintaining media lists
  - Developing angles, pitches (e-mail, letters) and media alerts
  - Media contact/pitching, as assigned
  - Record-keeping/charting of contact and status
  - Ongoing research into consumer and professional media to develop leads and ideas for angles
  - Coordination with monitoring services
  - Searching for coverage; compiling coverage for media/clip reports

- Gain efficiency and proficiency in all aspects of **on-line research and media monitoring** to support teams in daily searching activities, capitalize on opportunities for clients, and to contribute to the agency’s new business efforts
  - Implement an organized program of ongoing reviews of publications, newspapers and magazines and broadcast media
  - Alert colleagues to important news and facts
  - Develop skills in providing analysis and commentary to team mates about gathered information

PART III. PROJECT MANAGEMENT

- Assist in coordinating the **planning and execution of projects and client events**, including press conferences, media briefings, dinners, meetings, conference calls, etc; remain mindful of applying:
  - Detailed checklists
  - Effective supplier/vendor relations
  - Timeline management
  - Open communication and follow-through with other team members

35%
**PART IV. PROFESSIONAL SKILLS DEVELOPMENT**

• Improve **writing and editing skills** through meticulous attention to organization, word usage, sentence structure, grammar and punctuation, and conscientious incorporation of copy edits, in the development of newsletter articles, client reports, press materials, correspondence, proposals and other materials developed for clients

• Work with supervisors to begin developing skills in **client relations** through contact, as appropriate, with MCS clients, providing prompt service and information in a courteous and knowledgeable manner
  - Serving as account team historian/record-keeper by maintaining accurate records of client activities, meetings/conference calls, important memos and documentation, e.g., clinical studies, relevant articles

• Demonstrate sense of **teamwork** and commitment to account teams to which you are assigned by:
  - Following through on all assigned tasks; alerting colleagues and supervisors to any problems and their potential solutions
  - Anticipating team/client needs
  - Lending a hand when needed

• Gain proficiency in **technical skills** that contribute to the smooth operation of agency business, including:
  - **Software** such as Word, Excel, PowerPoint, Adobe Acrobat, etc.
  - **Agency production equipment**, including printers, presentation AV, copiers, phone system, fax machines, etc.

30%
PART V. AGENCY DEVELOPMENT AND GROWTH

- Support the **new business** goals of the Agency by:
  - Alerting New Business team to **potential leads**
  - Gathering background/research
  - Sharing ideas and participating in creative brainstorming sessions
  - Assisting with program and slide development
  - Providing technical support for presentations

- Increase value of **personal contribution** to integrity of MCS work by:
  - Working with assigned account teams to provide clients with the best possible **service, creativity and results**.
  - **Seek challenging tasks** that encourage growth
  - Demonstrating an **openness to learn** from others
  - Consistently being **accountable** for assigned tasks and responsibilities
  - **Remaining aware of team goals** and working to achieve them, not just focusing on personal task completion

20%
ACCOUNT EXECUTIVE

Position requires a bachelor’s degree in communication, public relations or a related field, and 2-3 years experience.

PART I. MCS EMPLOYEE CHARACTERISTICS

• **Builds professional relationships** that forge strong, cohesive account teams and lead to solid client-agency relationships based on confidence and respect. This includes:
  - Developing effective and cordial working relationships with colleagues
  - Building rapport, mutually respectful and collaborative relationships with superiors
  - Encouraging a cooperative team environment
  - Seeking and capitalizing upon opportunities to build successful client relationships
  - Seeking and capitalizing upon opportunities to build successful media relationships

• Demonstrates **strategic and critical thinking** abilities that produce smart solutions to challenges and high-quality results for clients, including:
  - Identifying new courses of action when encountering obstacles
  - Cultivating innovative ideas that add value to work
  - Transferring learning from one situation to another
  - Asking questions and challenging assumptions directly
  - Prioritizing effectively

• Takes responsibility for **personal professional development** to increase knowledge of craft, stay current about industry trends and drive a successful career by:
  - Soliciting performance feedback from supervisors
  - Monitoring personal performance and adjusting as appropriate to improve quality of work
  - Seeking opportunities for professional development
  - Taking initiative and seizing opportunities
**PART II. PROJECT MANAGEMENT**

- Develop skills in **project and event management** to support MCS client programs
  - Provide a high level of **organization, attention to detail and timeline management**
  - Contribute to smooth operation of project by providing **prompt follow-through and frequent, clear and candid communication** with teammates, clients and vendors
  - **Be alert to potential problems and identify feasible solutions**; present recommendations to senior team member in a timely fashion
  - **Direct junior team mates/interns and vendors** in the implementation of key tasks, as assigned by ASs and SAEs; delegate position-appropriate tasks
  - Demonstrate **initiative** in anticipating next steps in implementing day-to-day account work
  - Assist in **development of budgets and in maintaining accurate records** of project expenses

**PART III. MEDIA RELATIONS**

- Conduct and assist in the management of **media relations campaigns** to achieve results for clients.
  - Contribute to the development of **media strategy**, including setting objectives and establishing key messages.
  - Demonstrate **knowledge of relevant print, broadcast and internet media outlets**, including key reporters, content, style and lead time; **identify leads** for stories by researching editorial calendars, previous articles, etc.
  - **Develop angles** specifically tailored to target media that support client media goals
  - **Establish and work to maintain productive relationships** with key reporters, editors and producers; improve quality and sophistication of media pitches to increase placements in target media
  - **Supervise the ongoing updates of MCS media lists.**

30%
PART IV. PROFESSIONAL SKILLS DEVELOPMENT

- Refine writing and editing skills to ensure the highest quality documents, including press releases, media alerts, fact sheets, client memos, reports, and other correspondence, as well as new business proposals as appropriate.

- Develop client relations skills through ongoing client phone contact, as appropriate, the development of informative client reports and memos, and through active participation in and preparation for client meetings and conference calls.

- Expand medical, industry and current events knowledge through ongoing review of the internet, periodicals/journals, newspapers, magazines and broadcast media. Leverage this knowledge for the benefit of MCS clients by:
  - Alerting colleagues to important news and information in a timely fashion
  - Providing analysis, summaries and commentary

- Expand proficiency in utilization of frequently-used software, including Word, Excel, PowerPoint and Adobe Acrobat, as well as operation of MCS graphics and AV equipment, including laptops, scanner, CD burner, color printer and presentation light box.

- Develop and display team work skills that foster strong team bonds and lead to effective working relationships that results in quality work

35%

PART V. AGENCY DEVELOPMENT AND GROWTH

- Support the new business goals of the Agency by:
  - Alerting New Business team to potential leads
  - Gathering background/research
  - Participating in creative brainstorming sessions
  - Assisting with program and slide development
  - Providing technical support for presentations

- Increase value of personal contribution to integrity of MCS work by:
  - Working with assigned account teams to provide clients with the best possible service, creativity and results.
  - Seek challenging tasks that encourage growth
  - Demonstrating an openness to learn from others
  - Consistently being accountable for assigned tasks and responsibilities
  - Remaining aware of team goals and working to achieve them, not just focusing on personal task completion

20%
Position requires a bachelor’s degree in communication, public relations or a related field, and 3-4 years experience.

**PART I. MCS EMPLOYEE CHARACTERISTICS**

- **Builds professional relationships** that forge strong, cohesive account teams and lead to solid client-agency relationships based on confidence and respect. This includes:
  - Developing effective and cordial working relationships with junior staff
  - Building rapport, mutually respectful and collaborative relationships with superiors
  - Encouraging a cooperative team environment
  - Seeking and capitalizing upon opportunities to build successful client relationships
  - Seeking and capitalizing upon opportunities to build successful media relationships

- Demonstrates **strategic and critical thinking** abilities that produce smart solutions to challenges and high-quality results for clients, including:
  - Identifying new courses of action when encountering obstacles
  - Cultivating innovative ideas that add value to work
  - Transferring learning from one situation to another
  - Asking questions and challenging assumptions directly
  - Prioritizing effectively

- Takes responsibility for **personal professional development** to increase knowledge of craft, stay current about industry trends and drive a successful career by:
  - Soliciting performance feedback from supervisors
  - Monitoring personal performance and adjusting as appropriate to improve quality of work
  - Seeking opportunities for professional development
  - Taking initiative and seizing opportunities
PART II. CLIENT RELATIONS

- Enhance current **client relationships** by providing a level of service that focuses on:
  - In-depth thinking and research that leads to strategic and creative approaches to client challenges
  - Responsive, upbeat and professional client interactions
  - High standards of execution and attention to detail
  - Achieving the *best* possible results for the client in all we do

- Contribute to client success by working to develop and maintain **knowledge about relevant topics/issues**, which include:
  - Client products and how they work
  - Thought leaders in key areas of medicine
  - Relevant clinical studies and their outcomes

**Part III. Project Management**

- Work with senior leaders of account teams to achieve proficiency/demonstrate leadership in **project management**, which may include all or some of the following:
  - Coordination with third party organizations and KOLs
  - Media relations campaigns (discussed in detail below)
  - Managing all aspects of special events
  - Maintaining contact/coordinating with press officers at medical organizations
  - Managing all aspects of the production of brochures, videos, press kits, and other deliverables
  - Forging positive relationships with vendors and managing their activities and budgets

- Apply meticulous **writing and editing** skills to ensure the highest quality documents/deliverables, including press releases, media alerts, fact sheets, client memos, reports, EMKs and PSA scripts and other correspondence, as well as new business proposals as appropriate.

**Part IV. Media Relations**

**Implement and execute** successful client media relations activities and campaigns, including:

- Providing recommendations/strong point of view on strategic focus for campaigns
- Identifying **target/priority media**; ensuring that media contact information is up to date
Identifying, recommending and coordinating use of the best vehicles/technology for communicating the client’s messages, including EMKs, SMTs, internet, syndicated news services, etc.
- Coordinating timing of key events/announcements/releases
- Developing creative, targeted angles
- Achieving success in media contacts, specifically, gaining key media placements for clients
- Coordinating and working with spokespeople/other key third parties to ensure timely, accurate delivery of client key messages
- Directing media monitoring for coverage and content; developing reports to showcase results

**Part V. Fiscal Management**

- Take an active role in budget development and management by working with senior members of account team to:
  - Research costs associated with creation of client budget estimates
  - Be proficient in setting up budget trackers in Excel or other spread sheet software
  - Effectively manage time and expenses on assigned projects

60%

**Part VI. Agency Development and Growth**

- Supports the new business goals of the agency by:
  - Participating in the research, creative idea generation and program development processes
  - Assisting with creation/development of presentations, including text, slide design, technical support, etc.
  - Developing expertise in health care industry which includes
    - Health care industry policy issues
    - Competitive marketplace issues

- Supports junior staff career development to cultivate stronger teams by:
  - Providing guidance and/or training to junior team members, as directed by DoCs or AS leading the account team, to foster:
    - skills development
    - professional growth
    - time management abilities

25%
Position requires a bachelor’s degree in communication, public relations or a related field. Account Supervisors require 4-5 years experience. Senior Account Supervisors require 5-6 years experience.

**PART I. MCS EMPLOYEE CHARACTERISTICS**

- **AS builds professional relationships** that forge strong, cohesive account teams and lead to solid client/agency relationships based on confidence and respect. This includes:
  - Developing effective and cordial working relationships with junior staff
  - Building rapport, mutually respectful and collaborative relationships with superiors
  - Encouraging a cooperative team environment
  - Seeking and capitalizing upon opportunities to build successful client relationships
  - Seeking and capitalizing upon opportunities to build successful media relationships

- **AS demonstrates strategic and critical thinking** abilities that produce smart solutions to challenges and high-quality results for clients, including:
  - Identifying new courses of action when encountering obstacles
  - Cultivating innovative ideas that add value to work
  - Transferring learning from one situation to another
  - Asking questions and challenging assumptions directly
  - Prioritizing effectively

- **AS takes responsibility for personal professional development** to increase knowledge of craft, stay current about industry trends and drive a successful career by:
  - Soliciting performance feedback from supervisors
  - Monitoring personal performance and adjusting as appropriate to improve quality of work
  - Seeking opportunities for professional development
  - Taking initiative and seizes opportunities
PART II. ACCOUNT MANAGEMENT

- Provide professional account management and strategic counsel to Agency clients
to ensure that client needs are met in the most efficient and high quality manner possible. This requires the AS to:

  ➢ Serve as a day-to-day client contact, working with senior and junior members of the account team to
    - Provide prompt and thorough responsive service at all times
    - Develop work plans that maximize use of resources
    - Ensure that all aspects of the client program fulfill agreed upon strategies through tactical execution
    - Achieve optimal results that meet client objectives
    - Establish and maintain a systematic client reporting system

  ➢ Seek and identify opportunities to maximize business with clients by developing and maintaining solid knowledge of the client’s product and business including
    - Product’s mechanism of action, attributes and side effects and key clinical data
    - Corporate culture/organizational structure
    - Competitive situation
    - Potential marketplace issues
    - Regulatory environment

  ➢ Provides tactical management of media campaigns for MCS clients by leading the account team in:
    - Working with director to establish a strong strategic plan to achieve goals
    - Developing creative pitches
    - Identifying and coordinating the use of the best vehicles by which to communicate client messages, eg, video news packages, internet, syndicated distribution services and other state-of-the-art technologies
    - Identifying top targets
    - Forming relationships with key media that lead to positive exposure for our clients through active and regular contact
    - Ensuring that results are effectively and creatively showcased to the client

  ➢ Manage client budgets by
    - Developing accurate estimates
    - Monitoring budget status on a regular basis; provide recommendations for handling budget issues
    - Seeking cost efficiencies with staff allocation and vendor estimates
    - Ensuring that client invoices are accurate and that appropriate back-up is provided
• Observing carefully MCS billing/accounting procedures and deadlines

30%

**PART III. TEAM /STAFF MANAGEMENT**

- Provide consistent leadership and team management to all positions reporting to Account Supervisor by:
  
  ➢ Providing timely and clear feedback to ensure that MCS quality standards are adhered to
  
  ➢ Providing guidance on time management techniques, effective client relations and project management
  
  ➢ Identifying and addressing performance issues; if necessary, work with senior staff to develop an action plan for resolution of the problem.
  
  ➢ Offering positive feedback for work well done, and encouragement to junior staff members to take on position-appropriate, new challenges
  
  ➢ Serving as example of how to get the job done for junior staff to emulate
  
  ➢ Demonstrating sound judgment in assigning tasks
  
  ➢ Ensuring that team members stay-up-to-date on external issues affecting our clients

30%
PART IV. AGENCY DEVELOPMENT AND GROWTH

- Support the new business goals of the Agency by:
  - Alerting New Business team to potential leads
  - Conducting and managing in-depth research to help identify opportunities and crystallize strategic approach
  - Contributing to the development of proposals, budget estimates and presentations
  - Developing effective and engaging presentation skills that help clearly communicate MCS strategies

- Supports junior staff career development to cultivate stronger teams by:
  - Assigning tasks that challenge and encourage growth
  - Providing appropriate recognition
  - Mentoring junior staff and assisting in skill development

25%
DIRECTOR OF CLIENT SERVICES/
Sr. DIRECTOR OF CLIENT SERVICES

Position requires a bachelor’s degree in communication, public relations or a related field. Directors of Client Services require 6-7 years experience. Senior Directors of Client Services require 7-9 years experience.

PART I. MCS EMPLOYEE CHARACTERISTICS

• **Builds professional relationships** that forge strong, cohesive account teams and lead to solid client/agency relationships based on confidence and respect. This includes:
  - Developing effective and cordial working relationships with junior staff
  - Building rapport, mutually respectful and collaborative relationships with superiors
  - Encouraging a cooperative team environment
  - Seeking and capitalizing upon opportunities to build successful client relationships
  - Seeking and capitalizing upon opportunities to build successful media relationships

• Demonstrates **strategic and critical thinking** abilities that produce smart solutions to challenges and high-quality results for clients, including:
  - Identifying new courses of action when encountering obstacles
  - Cultivating innovative ideas that add value to work
  - Transferring learning from one situation to another
  - Asking questions and challenging assumptions directly
  - Prioritizing effectively

• Takes responsibility for **personal professional development** to increase knowledge of craft, stay current about industry trends and drive a successful career by:
  - Soliciting performance feedback from supervisors
  - Monitoring personal performance and adjusting as appropriate to improve quality of work
  - Seeking opportunities for professional development
  - Taking initiative and seizing opportunities
**PART II.  CLIENT RELATIONS**

- Work with MCS senior management and account teams to assess, monitor and nurture relationships with MCS clients to:
  
  ➢ **Forge bonds** at appropriate levels of the client organization and ensure positive interactions
    
    - Includes regular and frequent outreach/communication
    - Provide strategic counsel and advice to clients to help manage potential issues, avert crises, solve problems
  
  ➢ Explore and capitalize on new business opportunities with existing clients
    
    - Initiate and oversee development of new proposals, strategic recommendations for client

**PART III.  ACCOUNT DIRECTION**

- Serve as primary contact for client and the key conduit between MCS account team/senior management to direct the implementation of client programs, which should include:
  
  ➢ Allocating account team member resources (includes regular participation in Operations Team meetings)
  
  ➢ Directing team productivity, quality and efficiency and
    
    - Providing day-to-day supervision of /guidance to account supervisor in managing the above
  
  ➢ Serving as senior editor on all written and produced materials
  
  ➢ Directing the management of budgets and invoicing process
  
  ➢ Contribute to monthly MCS Management Team meetings by providing accurate reporting on estimated client billings for the preceding month and forecasts for client billings for the following month; and monitoring for changes in quarterly goals.
PART IV. AGENCY DEVELOPMENT AND GROWTH

- Support **new business development** process
  - Identify potential **new business leads**
  - Conduct/direct **in-depth research** on new business prospect’s product/category/market
  - Analyze research to **develop strong point of view** on strategic direction; ensure tactical approach taken is consistent with strategy
  - **Sell MCS thinking** during presentations in the most dynamic, clearest way possible
  - Contribute to **efficient and cost-effective** handling of new business presentation development process
  - Contribute to development of **collateral materials** to showcase MCS capabilities and experience
  - **Alert colleagues and Executive Committee** members to potential **external and internal opportunities and issues** that may affect the health and stability of the agency; **provide recommendations** for problem solving and for capitalizing on opportunities

- Provide **strong leadership and motivation** to account teams under your direction. Specifically:
  - **Promote the MCS vision** through daily reinforcement to team members of the importance of providing optimal **service**; demanding **creativity** and in-depth thinking; and achieving the best possible **results** for clients
  - **Identify problems in team performance/interactions** in a timely, direct manner; develop problem-solving strategies, involving senior management as necessary
  - **Encourage team performance** and continued development and growth by providing positive feedback and making position-appropriate, challenging assignments
VICE PRESIDENT/SR. VICE PRESIDENT/EXECUTIVE VICE PRESIDENT

Position requires a bachelor's degree in communication, public relations or a related field. Vice Presidents require 9+ years experience. Senior Vice Presidents require 10+ years experience. Executive Vice Presidents require 11+ years experience.

PART I. MCS EMPLOYEE CHARACTERISTICS

- **Builds professional relationships** that forge strong, cohesive account teams and lead to solid client/agency relationships based on confidence and respect. This includes:
  - Developing effective and cordial working relationships with account teams that they lead
  - Building rapport, mutually respectful and collaborative relationships with Executive Committee members
  - Encouraging a cooperative team environment
  - Seeking and capitalizing upon opportunities to build successful client relationships
  - Seeking and capitalizing upon opportunities to build successful media relationships

- Demonstrates **strategic and critical thinking** abilities that produce smart solutions to challenges and high-quality results for clients, including:
  - Identifying new courses of action when encountering obstacles
  - Cultivating innovative ideas that add value to work
  - Transferring learning from one situation to another
  - Asking questions and challenging assumptions directly
  - Prioritizing effectively

- Takes responsibility for **personal professional development** to increase knowledge of craft, stay current about industry trends and drive a successful career by:
  - Soliciting performance feedback from Executive Committee
➢ Monitoring personal performance and adjusting as appropriate to improve quality of work
➢ Seeking opportunities for professional development
➢ Taking initiative and seizing opportunities

15%

**Part II. Client Relations and Growth**

- Work with MCS Executive Committee and account teams to assess, monitor and nurture relationships with MCS clients to:

  ➢ **Forge bonds** at appropriate levels of the client organization and **ensure positive interactions**
    ▪ Includes **regular and frequent outreach/communication**
    ▪ **Provides strategic counsel** and advice to clients to help manage potential issues, avert crises, solve problems
    ▪ Works to achieve **face-to-face interaction with clients** and also go deeper than PR contact to **build relationships with marketing** people
  ➢ Explore and **capitalize on new business opportunities** with existing clients
    ▪ Initiate and oversee development of **new proposals, strategic recommendations** for client

**Part III. Account Leadership**

- The vice president is the **active head** of each account team that he or she leads. He or she is ultimately responsible for all direct activities related to that business, which include:

  ➢ **Allocating account team member resources** (includes regular participation in Operations Team meetings) and serving as a **primary contact for client** and the key conduit between MCS account teams and the Executive Committee
  ➢ Ensuring that account teams are **well-managed and well-led**
  ➢ Serving as the **final author** on all written and produced client-related materials, including budgets, memos, presentations and press materials – all final responsibility and accountability for this work rests with the vice president
  ➢ Overseeing the **management of budgets and invoicing process**; VPs are accountable for accurate budget setting and tracking
➢ Contribute to monthly MCS Management Team meetings by providing **accurate reporting** on estimated **client billings** for the preceding month and **forecasts** for client billings for the following month; and monitoring for changes in **quarterly goals**

➢ Seeking **Executive Committee members’ input and senior level counsel** when appropriate and warranted

**Parts II and III -- 55%**

**PART IV. AGENCY GROWTH AND DEVELOPMENT**

- Support **new business development** process (NOTE: The following applies to a vice president regardless of whether he or she is actually a member of the New Business Account Team, as all VPs should be actively looking for new business activities and eventually will take part in a new business presentation)

  ➢ Identify potential **new business leads**

  ➢ Direct **in-depth research** on new business prospect’s product/category/market

  ➢ Analyze research to **develop strong point of view** on strategic direction; ensure tactical approach taken is consistent with strategy

  ➢ **Sell MCS thinking** during presentations in the most dynamic, clearest way possible

  ➢ Ensure **efficient and cost-effective** handling of new business presentation development process

  ➢ Oversee development of **collateral materials** to showcase MCS capabilities and experience

  ➢ **Alert colleagues and Executive Committee** members to potential **external and internal opportunities and issues** that may affect the health and stability of the agency; **provide recommendations** for problem solving and for capitalizing on opportunities

  ➢ Strategically identify and maximize **opportunities to increase business with existing clients** and thus fuel agency’s growth

- Provide **strong leadership and motivation** to account teams under your direction. Specifically:
➢ **Promote the MCS vision** through daily reinforcement to team members of the importance of providing optimal **service**; demanding **creativity** and in-depth thinking; and achieving the best possible **results** for clients

➢ **Identify problems in team performance/interactions** in a timely, direct manner; develop problem-solving strategies, involving Executive Committee as necessary

➢ **Encourage team performance** and continued development and growth by providing positive feedback and making position-appropriate, challenging assignments

30%