



## POSITION SPECIFICATION

**POSITION:** Director, Media Relations

**ORGANIZATION:** Wal-Mart Stores, Inc.

Wal-Mart is now the world's largest retailer with over \$300 billion in revenues. The company employs approximately 1.7 million Associates worldwide through more than 3,800 facilities in the U.S. and 2,600 internationally (in Argentina, Brazil, Canada, China, Germany, Japan, South Korea, Mexico, Puerto Rico and the United Kingdom). If Wal-Mart were a country, it would be the 20<sup>th</sup> largest in the world; if it were a city, it would be the fifth largest in the United States.

**THE OPPORTUNITY:**

Wal-Mart is seeking a key media spokesperson for national and local outlets (both print and electronic), to deliver compelling, consistent and timely messages across all media audiences. The Director, Media Relations will work closely with management to ensure that issues are monitored and addressed. A key component of this position is to manage the company's crisis communications program and help lead process during operational issues.

The Director, Media Relations will have the important role of developing meaningful, dependable relationships with national media outlets, both print and electronic, ensuring that Wal-Mart's position on issues is reflected.

**LOCATION:** The Director, Media Relations will have an office at Wal-Mart's corporate headquarters located in Bentonville, Arkansas.

**REPORTING RELATIONSHIPS:** The Director, Media Relations will report to the Senior Director, Media Relations in Wal-Mart's Corporate Communications Department and will supervise a support staff.

**EDUCATION:** A Bachelor's Degree in Journalism, Marketing, Communications, Public Policy, Government or a related field is required.

**CANDIDATE  
BACKGROUND:**

The ideal candidate for this position will be an outstanding communications professional with a minimum of 10 years experience in one or more areas of corporate affairs functions and a proven track record of success in all facets of media relations. He/She must have proven media relationships and the ability to develop new relationships with national media outlets. This individual will be a key spokesperson for the Company.

The ideal candidate must possess excellent management skills in order to direct a team of home-office based media managers who will “triage” all incoming media calls for the company.

Corporate and/or agency experience is highly desirable. An understanding of consumer products and services is critical to the success of this individual.

**RESPONSIBILITIES:** The Director, Media Relations will serve as a national media spokesperson for Wal-Mart Stores, Inc., and will be proactive in establishing relationships with key print and electronic media at national outlets, including ethnic media.

Specifically, the responsibilities include:

- Partnering with other corporate functions to ensure the appropriate use of a wide range of communication vehicles in the delivery of consistent messages across audiences.
- Responsible for establishing response department’s capability to deliver superior results consistently. Directing a team of home office-based media managers who will “triage” all incoming media calls for the company. The position must manage messages in a rapid response mode with focus on meeting all deadlines.
- Managing tracking methodologies to determine progress of programs in responding to issues.
- Managing company crisis/issues plan. Mobilize resources as needed during issues and crisis situations. Serving as media spokesperson as needed.
- Providing media training and counseling for management teams charged with responding to issues.

- Building relationships with national media outlets – print and electronic – in order to develop meaningful, dependable relationships.
- Staying abreast of new and emerging communication technology. Identifying new approaches for responding. Understanding trends and developments to ensure that Wal-Mart’s response team services are consistent with industry’s best practices.
- Managing execution and research resources to extend reach of internal team.
- Managing budgets and resources as designated.
- On-call “24/7” to assist with issues management and emergency response within the division.

**PERSONAL**

**CHARACTERISTICS:** Personal characteristics that describe the ideal candidate for this position include:

- Strategic, creative, purposeful business thinking, maintaining a strong focus on execution while managing multiple issues and projects.
- Excellent leadership skills and the ability to attract, motivate, develop and retain a dynamic team in order to provide Wal-Mart with superior results.
- Strong project management skills and the ability to juggle multiple demanding initiatives concurrently.
- Superior written and verbal communication skills, a “media presence” with the ability to communicate to external audiences in a clear, timely and effective manner.
- Excellent problem solving ability and decision-making judgment.
- A strong sense of urgency, a high degree of initiative, and the ability to lead and/or participate in cross-functional teams.
- Excellent influence management skills in order to influence colleagues and client groups to set/change direction and implement effective external communications programs.

- A high level of professional integrity and confidentiality and the ability to handle sensitive issues and situations with poise and emotional maturity.
- A strong team player with the ability to work comfortably with people of diverse skills, levels, experience and personalities.
- The ability to work comfortably in a highly dynamic, fast-paced corporate environment where a high degree of flexibility is required.
- Excellent computer skills and the ability to use technology to ensure consistent and constant communications.
- The ability to attract, motivate and retain a team of skilled media relations professionals.

**COMPENSATION:** The compensation package includes a competitive base salary, bonus opportunity and stock options. An excellent benefits package is available.

**AFFIRMATIVE ACTION / EQUAL OPPORTUNITY EMPLOYER:**

If interested and qualified, please submit resume to:

Jenny Crowe-Innes, President & CEO

Beth Logan, Vice President

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