**POSITION: Account Director**

**ABOUT US:**

At Rogers & Cowan we believe that everything we see or do can become entertainment. Something to experience, capture and share. It’s where these things collide that excites us. It’s where they meet up that marketing is at its most successful.

In the olden days, consumers expected to have things presented to them. It was a simple arrangement. Our job – any agency’s job – was to make a snazzy commercial and some eye-catching posters. A generalization, but the end goal was for consumers to see them and buy into the brand.

Now though, consumers have changed. Well, we all have. People are much savvier, much more aware. Not content with passive interaction (and who can blame us?). If we see something, we want to be able to learn about it, play with it, view it from more than one place. At Rogers & Cowan we see these interactions as opportunities. A chance to add meaning, to create or enhance a relationship. After all, if you want someone to remember you or like you, it’s not enough just to be in the same room as them. You have to be part of the action, strike up a conversation, and offer them something of value.

For us, that’s something to hang on to and be proud of. Something worth getting right. It’s also something that everyone in our global network lives and breathes. Our years of experience have taught us that for brands both great and small (and we’ve worked with a lot), entertainment and passion are the best way to reach consumers and turn them into fans.

Why us? Because we’ve got insight, experience, and creativity. We’ve turned entertainment into a science – and we have fun doing it. We go beyond ideas and chat – we follow up and act on things. And most of all, we make things happen.

**POSITION SUMMARY:**

Currently, our New York office has an immediate opening for an Account Director within our Entertainment Marketing group, specifically focusing on being the client relationship manager for at least one brand, where they will lead the client(s) entertainment marketing program.  This position will require good knowledge of the entertainment landscape in general including content, promotions and media, but will also specifically require executing brand integrations across film, television OTT and music videos.

The Account Director will work closely with the leadership of both the client service teams, the content team and the internal digital and PR teams as much of the work done for our clients is across disciplines. Also key is creating great relationships with external partner agencies.  The ideal candidate will have a strong Client Service background, with expertise in brand integration and media based partnerships.  This candidate must be a multi-tasker, natural project manager and possess expertise in fully integrated entertainment marketing programs.  Candidate must be a strong problem solver and able to work autonomously across complex, layered marketing initiatives.

This position is based in New York, NY.

**RESPONSIBILITIES & DUTIES:**

* Act as a Client Relationship Manager
* Manage entertainment marketing program and team of individuals working with the brand
* Lead and manage creative ideation and execution of client campaigns
* Work effectively with cross functional teams both internally and externally
* Lead long-term planning and activation strategy
* Provide analysis and recommendations for proposed client activities and placement projects
* Track, evaluate and measure results
* Create detailed reports
* Secure entertainment related opportunities for clients
* Outreach to production offices/production companies, publicists, studios and networks.
* Negotiate with studio executives, producers, writers, prop masters, set decorators, costume designers, transportation coordinators, and makeup artists on film, scripted/unscripted TV, OTT content, and music videos
* Work closely with media and PR agencies
* Identify opportunities to enhance programs through marketing assets
* Gift VIP’s/influencers/sets with product.
* Maximize the PR potential of all outreach (cleared photos, quotes, etc.)
* Funnel story ideas to PR team to garner press, when applicable.
* Learn of new placement opportunities and creatively think of new fits across portfolio of agency’s clients
* Travel and weekend/holiday/evening work as needed

**REQUIRED QUALIFICATIONS:**

* Bachelor’s degree 6+ years’ experience in entertainment
* Multiple years’ experience in an agency-like setting
* Passion for content and new media formats
* Depth of knowledge of emerging trends in entertainment
* Proven track record with brand integration, amplification and promotions.
* Relationships and ample experience with networks, film studios and OTT content for brand integration. Technology experience a plus.
* Capacity to become an expert on client’s brand and the state of client’s industry
* Prior experience serving as liaison between Client and other agency partners and stakeholders
* Experience overseeing and managing executional deliverables and program activation
* Understanding of the contract process and experience reviewing these types of business documents
* Ability to identify and evaluate new opportunities for the growth of a client’s business and Agency
* Experience analyzing and reporting against ROI metrics in place
* Strong interpersonal skills
* Strong ability to work as part of a team, demonstrate initiative, and solve problems
* Proficient in executing location shoots working with productions and managing teams
* Excellent writing skills and ability to communicate clearly and professionally
* Capacity and confidence to become a presenter of materials to clients and new business prospects
* Superior organizational skills with demonstrated initiative, ability to effectively problem solve and work effectively under pressure
* Ability to handle multiple projects simultaneously while working as both part of a team as well as independently
* Proficiency with Microsoft Office Suite (in particular PowerPoint, Word, Excel)
* Ability to travel as required

**Rogers & Cowan** **is proud to be an Equal Opportunity/Affirmative Action employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, citizenship, disability or protected veteran status.**