Account Director

ABOUT US:

At FRUKT 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 FRUKT 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. The last 11 years 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 Los Angeles 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, music and talent, but will also specifically require executing brand integrations in film, OTT and music videos, as well as influencer outreach and event activations.

The Account Director will work closely with the Senior Vice President, client team and partner agencies.  The ideal candidate will have a strong Client Service and Content background, with expertise in brand integration.  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 Los Angeles, CA.

RESPONSIBILITIES & DUTIES:

* Act as 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
* Support 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
* 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 8+ 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
* Promotional expertise and experience as well as keen understanding of product placement a must.  Relationships within the space a plus.
* Proven track record with event execution (International work 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 with the ability to become the Client relationship gatekeeper
* 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 the 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
* 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

**Octagon/FRUKT 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.**