Account executive

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.

ABOUT THE POSITION:

FRUKT, the music & entertainment arm of Octagon, seeks an Account Executive to support multiple programs and execution for the music platform of our Telecom services client.  This person will report to the Account Director and will assist with the overall planning/execution process.  This person will also have various day-to-day program management tasks and client/agency integration responsibilities. Some client service and music industry background, including music industry trends, rights, licensing, artist relations and talent alignment a plus.

The ideal candidate will be able to work both independently and within a multi-agency team setting, while supporting the brand focused initiatives and event activation.  This position typically requires solid client management background, communication skills, attention to detail, experience in developing strategic recommendations and event management/hospitality experience.

**ROLE & RESPONSIBILITIES:**

* Assist Account Lead in supporting day to day needs for Telecom Services client
* Support the development of marketing activation plans, strategies, and deliverables
* Assist with planning and execution of custom Marketing programs
* Create detailed client presentations
* Manage numerous projects simultaneously, including large-scale custom-built experiences & turn-key events supporting sponsorship programs
* Coordinate with broader team on defining and managing a calendar of events
* Development and management of specific materials related to individual events, including but not limited to management of accompanying digital platforms and all activation elements
* Develop and manage relationships with internal and external partners as well as outside vendors and properties
* Lead the creation of event reports and recaps for each experiential event
* Create and manage program budgets and timelines

REQUIRED QUALIFICATIONS:

* A passion for music – this isn’t just a job for you
* Bachelor’s Degree in a related field
* 2+ years agency/client service experience
  + Relevant experience in Music & Entertainment Marketing
* Experience in implementing marketing plans and events
  + Experience with on-site management and execution
  + Experience in document writing including status reports, recaps, industry/competitive analysis
* Capacity to become day to day client contact
* Excellent communications skills – both written and verbal. A writing and PowerPoint assignment will be part of the hiring process
* Some budget management and/or reconciliation experience
* Ability to manage relationships with key partners (e.g. venues, vendors, suppliers, etc.)
* Excellent organization skills and attention to detail, including the ability to manage multiple projects
* Bi-lingual in Spanish (Spoken/Written) preferred
* Excellent computer skills, master of the Microsoft Office suite (Word, Excel, PowerPoint)
* Ability and flexibility to travel and weekend/holiday work as needed

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.