**Job Title:  Senior Account Executive:**

**New York – Lifestyle + Entertainment**

Rogers & Cowan/FRUKT is seeking a Senior Account Executive (SAE) to join our Lifestyle & Entertainment department in New York.  The position is to support consumer lifestyle, hospitality and entertainment accounts.

We’re seeking a savvy, creative media relations expert with solid lifestyle, hospitality, entertainment, celebrity/buzz and business relationships across national broadcast, print and online.  SAE must be able to generate steady placements by a cross-section of priority media.  The ideal candidate should be a strong writer/pitcher with event experience.

We’re looking for a team player who is collaborative, but can also work independently.  Individual should have his/her finger on the pulse of pop culture, be knowledgeable about current events, understand the importance of social media and influencers, and be familiar with traditional and non-traditional consumer facing campaigns.

Roles & Responsibilities

* Execute strategies and seasonal timelines for a range of lifestyle, hospitality, entertainment, consumer facing and celebrity brands
* Manage multiple accounts independently with the ability to perform within a fast-paced, multi-priority setting adhering to deadlines while driving consistent media results
* Participate in program development and take responsibility for executing key programs such as media tastings and previews, influencer programs, brand activations, product launches, consumer facing experiences, etc.
* Creative and strategic approach to pitching and ability to deliver feature, profile, news stories across all media platforms including top-tier regional and national print, broadcast and digital lifestyle, food, beverage, restaurant/nightlife/hospitality, entertainment/celebrity buzz and business press
* Develop and maintain relationships with influential media to secure and grow coverage
* Draft, edit and issue pitches, press releases, media alerts, proposals and client strategies
* Special event experience: planning, production, pitching, on-site support, red carpet, etc.
* Ability to elevate chef profiles and client visibility through media placement, strategic introductions and industry events/organizations/affiliations
* Develop non-traditional PR tactics that include influencer programming, event activations, and on-brand partnerships
* Conducting one-on-one client engagement regularly

*Qualifications & Desired Skills:*

* 3+ years PR agency experience with relevant clients
* Portfolio of client coverage across desired media categories
* Successfully manage multiple clients simultaneously
* Exceptional verbal and writing skills for pitches, press releases, media alerts, pitches, proposals and client strategies, media briefing and messaging documents. AP Style proficient
* Relationships across all media platforms including top-tier hospitality, food & beverage, entertainment/lifestyle, celebrity/buzz, business and broadcast (national and regional), in addition to high-traffic online outlets with proven track record of placements
* Strong industry relationships (food & lifestyle bloggers and established database of contacts) that can translate into event, partnership/sponsorship and high-profile buzz-building opportunities
* Must be strategic and creative in story concept development and outreach
* Team player, positive attitude, good energy and strong work ethic
* Ability to develop and nurture client confidence and relationships and advise on brand positioning and messaging
* Strong understanding of the editorial calendar, current events, pop culture, seasonal and celebrity trends, food & beverage trends, industry events and associations and proactively contribute to story angle development
* Special event experience specifically with red carpets, high-profile sponsorships, product launches, openings, stunts, media education events/tastings and influencer activations (must have strong entertainment and buzz contacts)

**All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability or protected veteran status. Rogers & Cowan is an EO employer – M/F/Veteran/Disability.**