

**Job Description: Vice President, Brand & Entertainment Marketing**

**About Us:**

At R&C / 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 R&C / 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.

**Job Description:**

Rogers & Cowan/FRUKT’s New York office is looking for a highly motivated brand and entertainment marketing leader to run a 10+ person team responsible for some of the agency’s largest and most prominent global and U.S. clients. This person's primary responsibility is to manage existing client relationships while creating new revenue driving opportunities and to continue to build and manage a cohesive, progressive team. The ideal candidate will have strong music, content and entertainment industry knowledge and executive-level relationships, as well as proven success leading brands in using entertainment to meet business objectives. It is critical that this person is comfortable working in fully integrated manner, understanding how to develop and drive brand programs that include paid, earned and owned elements.

**Responsibilities:**

* Leadership and shared P&L responsibility for the U.S. Brand and Entertainment Marketing group, with a key role in defining the vision for the future development of the group
* Serve as a day-to-day senior client services lead on key accounts, spending a significant amount of time involved in the actual work (vs. simply managing at a high level) and directly with clients and partner agencies/companies
* Leading the development of  global/national entertainment/experiential strategies for key clients
* Revenue generation through extending engagements with existing clients or developing new client relationships
	+ Lead new business development initiatives to acquire new corporate clients
	+ Enhance/evolve existing offering
	+ Recommend areas for investment – acquisition, new lines of business
* Negotiation of partnership/sponsorship relationships with music and entertainment industry partners such as global live entertainment and event promoters, labels, studios, production companies, talent agencies
* Leverage the Rogers & Cowan/FRUKT culture to create a high-energy, positive, diverse, creative culture that attracts and retains top talent
* People and staff management across the group, working seamlessly with partner teams in other regions of the U.S. and globally; must have a passion for mentoring and team development
* Regular travel as dictated by client(s) or agency

**Qualifications:**

* 10+ years of experience in brand marketing and/or entertainment industry with deep relationships across content and/or music categories, and within the broader entertainment industry
* Strong experience in building overall entertainment strategies for clients as well as oversight of planning and execution
* Prior agency experience including a solid understanding of how an agency is structured and workflow dynamics
* Client management experience leading strategic marketing programs and creative development
* Demonstrated successful business development experience
* Market strategy experience developing activation and sales programs using research and market analysis
* Management skills and familiarity working in a team environment
* Strong presentation and leadership skills, and financial acumen

**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.**