

Job Description

Account Director / Senior Account Director

Overview

Department:	Global Team (US) – specializing in Domestic publicity
Pay Band Level:	3 (\$95,000 p/a - \$110,500 p/a)
Experience:	8+ Years (AD) / 10+ Years (SAD) working in US domestic film and/or Television publicity
Hybrid working :	Minimum 2 days in office
Location:	West Sunset Boulevard, Los Angeles
Reporting to:	Senior Vice President, Global Publicity

Strategy & Client Leadership

- **Campaign Leadership:** run day-to day domestic publicity film and series campaigns, ensuring they align with client objectives and briefs
- **Influential Leadership:** Drive and steer discussions in high-level meetings with clients, producers, and filmmakers
- **Expert Client Counsel:** Act as a confident and proactive expert, providing invaluable consultancy, strategic advice, and guidance to clients.
- **Advanced Negotiation & Interpersonal Skills:** Demonstrate exceptional negotiation, influencing, and interpersonal abilities to secure optimal outcomes and nurture strong relationships.

Role & Experience

- **Campaign Execution:** Possess a clear, strategic vision for the lifecycle of a campaign, from festival launches through to multi territory roll-out delivering targeted and impactful results.
- **Proposal & Strategy:** Lead/support senior team on the management, content and delivery of proposals, strategies, and pitches, presenting clients as required
- **Event Leadership:** Plan and run all major press events (junkets, festival launches, red carpets, tours), directing the management of logistics, multi-talent schedules, and on-site troubleshooting.
- **Media Management:** Confidently run a press office at a festival or junket; building relationships with press and being able to pitch interviews and gather reactions, overseeing of press accreditation and staffing

- **Reporting & Analysis:** Oversee the collation, reporting, and analysis of campaign coverage and effectiveness.
- **Brainstorm Facilitation:** Lead where appropriate dynamic brainstorming sessions for your campaigns
- **Cultivate exceptional relationships with media** across TV, arts, news, and culture, with strong knowledge of outlets and journalists in the US.
- **Confident in handling high profile talent** at all stages of a campaign with strong experience in liaising with agents and personal publicists
- **Networking:** Proactively build industry connections at events and functions.
- **Organizational Excellence:** Expertly manage high-volume workloads, prioritize effectively, and maintain accountability in fast-paced environments.

Commercial & Operational Accountability

- **Work with HOD/Ass Dirs to help prepare SOWs for client:** ensure this is clearly communicated with teams on each project and can be confidently executed.
- **Be fully competent with internal finance processes;** including overseeing of campaign budgets, processing POs and invoices efficiently.
- **Drive proactiveness around internal processes** that improve the day-to-day running of the team and/or a particular project – ensuring efficiency and creativeness in your approach
- **Strong business acumen** - solution orientated, commercially focused and deadline driven

Business development

- **Work closely with senior team, to identify** and pursue new client and revenue opportunities.
- **Work with department leadership on new business pitches,** taking the lead when appropriate, contributing to proposals and pitches.
- **Help maintain department** credentials, case studies and client contact lists.

Cross Agency & Group Contribution

- **Contribute ideas:** Share your expertise during agency projects, in pitches and in brainstorming.
- **Feed into agency Goal setting with proactive initiatives and positive ideas** to enhance our People, Work, Clients, Reputation and Growth.
- **Share your knowledge, learnings, skills and experience** by being a mentor to your colleagues and contribute to team training and development.
- **Attend Senior Management Meetings and Cross-Department Meetings if relevant to** ensure smooth communication and collaboration with the other teams in the agency.
- **Participate in talks and workshops** for educational institutions and Internal access initiatives like Platform, Doorway and Origins to promote career opportunities to groups that are underrepresented in the film and TV industry.
- **Showcase your team's work** and experiences in Company Meeting Spotlight sessions.

People & Culture Leadership

- **Line management of multiple mid-level PRs** to include regular check ins, bi-annual appraisals, goal setting and holiday approvals.
- **Actively coach, support and mentor your team** - to help their development and throughout a campaign.
- **Strong awareness of all HR policies**, implementing as necessary across your direct reports
- **Provide clear and assured direction** – delegating as necessary and empowering your teams to be confident in their decision making whilst providing the support and guidance they need.
- **Guide and support your team** in maintaining exceptional quality and attention to detail in all deliverables
- **Be involved in the selection and interview process of potential candidates**, supporting your leadership team with the process as required
- **Proactively promote the work** your project teams have delivered

Skills & Attributes

- **Passionate & Energetic Leadership:** Demonstrate a keen interest and knowledge of entertainment content (especially film and television), bringing positive energy and maintaining composure under pressure to lead by example.
- **Collaborative Role Model:** A dependable team player and inspirational role model, fostering a positive culture and contributing to the development of others.
- **Agile & Adaptable:** Flexible and open to working on diverse projects, readily stepping outside comfort zones and embracing challenges.
- **Adaptable & Growth-Oriented:** plugged into evolving industry trends and landscape; embraces new challenges and platforms with a positive outlook
- **Flexible Schedule:** Willingness to work outside standard hours for screenings, events, and festivals.

About our agency

WE'RE ORGANIC. The Global Communications Agency for Entertainment.

WE'RE EXPERTS. We know our stuff. We're entertainment communications specialists with energy and passion for the industry we work in. To deliver bespoke campaigns, we surround our clients and their content with the experts they need. We've been around for two decades so we have strong roots in our industry but are constantly adapting to change. We've won a few awards too!

WE'RE CREATIVE. From our offices in London, LA and Sydney we create innovative, impactful and memorable moments. We're full of fresh, imaginative ideas that bring campaigns to life. Our experiences tell us what works, but we're open minded enough to try something new – we know one size doesn't fit all.

WE'RE NICE 😊 It's not just the campaign results that keep our clients coming back to us time and time again. It's also because they like working with us and the collaborative approach at the heart of our success. We're committed to building a truly inclusive culture full of diverse people, thought and perspective – plus we're kinda fun to be around.

Find out more about us here: organic-publicity.com