organic. publicity

Job Description

Account Manager/Senior Account Manager

Overview

Department:	**INFLUENCE**
Pay Band Level:	3 (up to £35,000 p/a for Account Manager)
Experience:	Approx. 4+ Years (AM) / 6+ Years (SAM) working in Influence
Hybrid working :	Minimum 3 days in office
Location:	King's Cross, London
Reporting to:	Account Director/Senior Account Director

Client and Influence relations

- **Develop and build strong relationships** with clients and stakeholders across film, TV and streaming
- **Support senior team in client meetings, leading on your assigned elements** and proactively set up agendas, both internally and externally
- **Maintaining and developing exceptional relationships** with influencers & content creators, as well as reps, across all sectors of entertainment

Role & Experience

- **Campaign expertise:** Demonstrate a robust understanding and execution of influencer and creator marketing campaigns, supporting the senior team in the delivery of major, high-profile campaigns. This includes executing assigned elements and, where appropriate, leading low-level campaigns under senior guidance
- **Client Management:** Lead on client comms, taking direction from senior team when required, join and contribute to client meetings
- **Proposal & Strategy development:** Support the senior team in developing proposals and strategies for department projects or pitches and assist in presenting ideas to clients.
- **Collaborate with cross-divisional teams on campaign proposals and strategies** to integrate influencer-related activity as an integral and complementary element, presenting ideas to clients as needed.
- **Identify and pitch suitable creators** based on demographics, specialisms, and followership to align with campaign objectives for guestlists, creative ideas, and talent.
- **Negotiate creator fees and manage campaign budgets**, with support from senior team, to ensure cost-effective paid content campaigns delivered within budget.
- **Collate and analyse coverage and content performance insights**, collaborating with senior team members to identify key learnings and recommendations.
- **Use tech and tools** to enhance discovery and reporting (eg. CreatorIQ, Ad Manager)

- **Manage logistics for events and activations** where they are not managed already internally
- **Attend events, junkets, screenings, and activations (including on occasion out of hours),** overseeing confirmations, check-ins, and managing client-approved social messaging
- **Manage creators at events,** including talent handling for key guests
- **Working Hours:** on occasion, be available to work evenings and weekends at screenings, events, premieres, junkets and if applicable, film & TV festivals with time off in lieu provided where applicable.

Commercial & Business development

- **Commercial Awareness** – have a clear understanding of the agency's business model, client goals and the value Influence delivers to clients
- **Support on internal finance processes as required**; including campaign budgets, chasing of POs and invoices
- **Help maintain department** credentials, case studies and client contact lists
- **Demonstrate an awareness of industry trends, news, and client & content creator developments**, using this knowledge to spot new business prospects and share with wider team & HOD

Cross Agency & Group Contribution

- **Contribute to ideas/brainstorms/pitches** outside of projects you are directly working on, in order to offer valuable, experienced insight to the wider agency
- **When workload permits**, volunteer for events outside your department to gain exposure to broader agency work and strengthen collaborative skills
- **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

- **Line management and development of AE/SAEs** to help manage their time and focus, to include regular check ins, bi-annual appraisals, goal setting and holiday approvals.
- **Mentorship -** share your knowledge, learnings and experience with the broader team, contributing to the training and development of less experienced colleagues.
- **Be involved in the interview process of potential candidates when required** for new hires within your department under guidance of senior team

Skills & Attributes

- **Be passionate** – show a keen interest and knowledge of entertainment content, particularly film and television.
- **Attention to detail –** check everything, then check it again. Even if you didn't do it.
- **Bring the energy –** and be prepared to keep a cool head when working under pressure.
- **Be organised –** you'll be handling a high volume of workload with a significant level of accountability, so you need to be an excellent juggler and able to identify priorities in a high-pressured environment.
- **Be a team player –** we work in teams almost all of the time, so you need to be dependable.
- **Be a role model –** you'll be a trusted and mature manager who consistently leads by example
- **Be strategic –** it's not about blanket coverage; it's targeting the right audience, the right way
- **Be open** – to new ideas and new ways of thinking – proactive and creative in your approach
- **Be a negotiator** – Be confident with pitching and executing delivery of coverage with media and social media influencers.
- **Be a delegator –** ability to delegate up and down, and drive the day-to-day efficiency
- **Be a networker –** make time for clients, attend events/functions to get to know your industry peers.
- **Ability to be flexible** - Willing and able to work on projects outside of your comfort zone

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. Its 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