

## **JOB DESCRIPTION**

### **MARKETING ACCOUNT DIRECTOR**

Ideal candidate will have 4 – 6 years experience in entertainment marketing (e.g. Music, Film, DVD, Theatre, Television, or Live tours). May consider an exceptional candidate from a non-entertainment background working in a creative role on a credible brand, or with licensed products.

Position would suit someone currently working as a Marketing Manager, Account Manager, Product Manager or Brand Manager; or an Account Director looking for a sideways move.

#### **Job function:**

- Creative/artwork
- Client pitch preparation
- Copy writing
- Organising of photo shoots
- Print production and distribution
- Advertising (press, outdoor, radio, TV, international, online, front of house)
- Event management
- Sponsorship
- Third party promotions
- Merchandise

#### **Essential Experience:**

- Creativity essential
- Educated to Degree level. Marketing specialism preferred but not essential.
- Integrated knowledge and understanding of the marketing function
- Good strategic thinker
- Pitch preparation experience
- Six figure budget planning and control
- Hard worker with a hands-on approach. Prepared to muck in where necessary.
- Ability to work under pressure
- Strong negotiation skills
- Excellent supplier relationships
- Knowledge and understanding of entertainment industry
- Good communicator (clients, staff, suppliers)

#### **Desirable Experience:**

- Understanding and experience of digital marketing
- Brand licensing experience
- Staff management experience is a plus
- Relationships with ticket agents.
- Understanding of Public Relations and how it fits in with marketing strategy
- Photoshop

#### **Examples of project work:**

- National Tours and London Runs e.g. Russell Howard, Al Murray, Lee Mack
- Theatrical productions e.g. Grumpy Old Women Live
- Festivals, Edinburgh Fringe
- Book, DVD and licensed product campaigns

**Salary:** Competitive

**Type:** Permanent