

Propaganda GEM Job Description

Senior Account Manager



Position Description:

Propaganda Global Entertainment Marketing is a leader in strategic Entertainment Marketing, with a global network in North America, Europe and Asia-Pacific, and with over 18 years of experience and a proven track record in maximizing brands' added values as the only entertainment agency offering comprehensive services in all areas of entertainment marketing.

This leading Global Entertainment Agency requires a first rate Account Manager to join one of it's leading accounts on a global blue-chip telecoms client. This is a very exciting role, with the chance to work on leading global product placement and entertainment marketing programs, across the marketing mix, at the cutting edge of the industry. To truly succeed as Account Manager / Senior Account Manager on this account, you must have a background in handling and fulfilment of major advertising and/or sales promotion campaigns. Key criteria are top client handling skills, great presentational skills (both with clients and in your material), first-rate project management and a keen attention to detail. If you are looking for a fresh challenge on an exciting global account, account management jobs don't get much better than this.

Key tasks:

- Day to day tracking and management of a global product placement program across movies, music videos, TV and Video Game
- Has responsible for client reporting and communications, including status meetings, status reporting, and monthly program updates
- Day to day project management across a number of diverse activities in placement and entertainment
- Helps to manage key relationships and information between the client and Propaganda Production offices in LA
- Provides strategic expertise coupled with a sound ability to turn projects round quickly
- Delivers best in class entertainment marketing programs that support and integrate with Nokia Brand, Themes, Campaigns and key customer objectives
- Works closely with Customer Marketing team to package entertainment properties and exclusive promotions that can support device ranging and customer volume / marketing commitments
- Ensures creative and comprehensive leverage of Nokia owned and working media assets in order to acquire credible, relevant and differentiating entertainment content for global leverage (digital, markets, retail, etc)

Working directly into the Global Group Account Director and with support from Back Office and an Account Executive, this is a superb role in which to apply and diversify your experience in to the exciting world of entertainment. In order to be successful in your application for this position as Senior Account Manager, you must fulfil certain key requirements:

Requirements:

- Strong educational background – likely to include good degree (2:1 or above)
- Proven Account Management experience of managing blue chip brands
- First rate client handling skills
- Strong, proven and demonstrable project management skills
- Great presentational skills (both with clients and in your material)
- Very strong attention to detail
- Specific experience of sponsorship and entertainment marketing at a regional or global level a bonus
- An ability to build consensus and works effectively with other functions within the organisation
- Experience in managing external resources and working with third-party partners
- Ability to co-operate and work in multidisciplinary environment

If you can offer all of the above and would like to discuss this incredible agency opportunity in more detail, please send us your CV immediately, telling us why you're perfect for this agency job.