

Brand Account Director (CPG) - New York, NY

POSITION: Brand Account Director (CPG)

LOCATION: New York, NY

JOB TYPE: Full Time / Perm

The Lede Company Brand Director will execute brand priorities for clients in the CPG, beverage, lifestyle and wellness sectors. They will generate media outreach which will lead to communications/media awareness in the form of placements (long/short lead), social communications, influencer engagement on behalf of clients and supporting product specific launches/events for clients with high-level PR tactics. The Account Director is responsible for multi-tasking 8-10+ clients and working cross-functionally across team members and closely with the brand team to ensure alignment on key initiatives and activities aimed at meeting/exceeding lead and communications targets.

The Brand Account Director reports to the VP.

ROLES & RESPONSIBILITIES

- Consistently pitch and secure media coverage on behalf of clients on a local, regional, national and international level
- Write, proof and edit a variety of PR and marketing materials, while contributing as a core team member on client accounts
- Develop compelling stories and draft compelling narratives on behalf of clients
- Oversee account teams
- Lead client programs and campaigns from planning to execution within the specified budget
- Pull and collaborate with different divisions across the agency to ensure the client is getting access to the agency's network-wide expertise
- Deliver strong media coverage consistently producing high quality internal and external communications content
- Have strong connections with leading and emerging editorial talents globally
- Achieve exceptional outcomes for current clients and manage an extended portfolio ensuring consistency of service is delivered in line with company policy
- Develop press relationships and manage contacts with key commentators, industry spokespeople and sector influencers

SKILLS, EXPERIENCE, AND KNOWLEDGE

- 7-10 years of PR agency experience, including at least 2 years as a Senior Account Manager
- Business trade and corporate experience, ideally in the world of CPG brands
- Proven track record of success landing media placements
- Keen networker and adept at building relationships with key influencers and industry spokespeople
- Proven ability to present complex industry information to target audiences
- Expertise at handling a range of media to place products, grow brands or pitch for new customers
- Excellent project management skills with strong organizational and planning skills
- Exceptional written, verbal and presentation skills
- Outstanding interpersonal skills
- Strong negotiation and delegation skills
- Business acumen with the ability to communicate across departments and represent PR within the business

PERSONAL AND LEADERSHIP QUALITIES

- High energy, enthusiastic individual with a passion for communications and PR
- Results orientated
- Strong project management skills, ability to multitask, excellent time management and organization
- Outstanding written and oral communications abilities; including the abilities to elicit information, actively listen, dialogue freely, verbalize ideas effectively, highly comfortable public speaker
- Must be able to understand complex communications issues, find creative ways to solve problems, and make sound decisions that benefit the company
- Thrive in a fast-paced environment
- Exceptional relationship building skills, collaborative, able to work well with others
- Comfortable in a start-up environment
- Some travel may be required on behalf of clients: 15-20%

REQUIREMENTS

BS in relevant field