

Job Description
Account Director - Entertainment

3 Simple asks

- Lead end to end operations for entertainment cluster
- Manage internal & external stakeholders for media & entertainment cluster
- Be responsible for the P&L for the entertainment cluster

What do we need:

- Great Passion for ideas and solutions resulting in overall client delight
- Minimum 8 years of working for Digital First Advertising agency or Entertainment Company

Key Responsibilities

- Heading and Managing the P&L of entertainment cluster
- Generate highly ROI driven creative and tactical marketing campaigns for clients.
- Respond and react to changes within social networks; changes in functionality, methods of engagement etc.
- Monitor and present relevant data, trends, successes, exceptions etc.
- Creative input on content, ideas on social media viral marketing
- Maintain close links with other parts of the organization to ensure aligned marketing and online marketing strategy is being delivered.
- Timely performance reviews of the teams and its members and ensuring that the set performance standard is met

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