

MUSIC &

BRANDS

CONSULTANT

FRUKT

General Summary

FRUKT requires an experienced, music and brands consultant to join its expanding music and brand marketing team.

You will be able to combine consumer insight, knowledge of marketing channels, awareness of cutting-edge marketing trends and an international perspective to help plan unique music and entertainment communications strategies that help our clients stand out in crowded markets.

Responsibilities will include assisting in the development of music and entertainment strategies for international consumer brand clients, day-to-day account management and business development.

Key responsibilities

- Maintain and create great long-term client relationships.
- Deliver high quality projects for clients including the development of music marketing and sponsorship strategies, and brand relations for major labels.
- Provide day-to-day account management for brand clients and partner agencies.
- Identify new business opportunities with existing clients.
- Lead new business pitches, contribute towards the development of the team and growth of broader business.
- Build excellent working relationships within FRUKT.
- Demonstrate strong commercial thinking and ensure the FRUKT builds profitable relationships with its clients.
- Provide industry insight and commentary for publication in Five Eight, the music industry bible.

Requirements

- 5+ years experience at a marketing agency or relevant media company, and be truly multi-channel literate with a strong passion for digital media and brand marketing.
- Preferably, experience would relate to global, and regional-level marketing strategies, as well as more local, UK-focussed experience.
- Experience of working with blue chip clients and ability to demonstrate understanding of brand, music and entertainment strategies.
- A natural passion for music, combined with a strong understanding of the music and entertainment industries and the trends affecting them.
- An intuitive understanding of the global brand landscape, across categories, and an understanding of the forces shaping today's leading edge marketing and branding efforts.

- An analytical, creative and proactive approach to solving key business and marketing challenges
- Excellent presentation, communication and project management skills.
- Demonstrable ability to develop and maintain productive long-term client relationship.
- Strong computer skills, both with Microsoft Word, PowerPoint and Excel, as well as the ability to learn new software and be generally technology-literate.