



Vice President, Audience Engagement Position Announcement

ProSocial is an entertainment-driven, public engagement agency with an unparalleled track record at the nexus of media and social change. Our work helps creative teams maximize their storytelling for greatest audience and changemakers maximize their investments for greatest impact. Our innovative, multi-platform public engagement campaigns span a wide variety of issues, ranging from health and education to the environment and human rights. Our tools include data-driven strategies, high-visibility media events, tried and true grassroots mobilizing and “big reach” entertainment and brand partnerships. Whether we are working with fiction or nonfiction, leveraging powerful stories from history or shining a spotlight on contemporary issues, ProSocial connects the dots between the creative community and some of the world’s most powerful socially conscious philanthropists, investors, brands and change mavens.

Position

ProSocial, an industry leader at expanding, diversifying and sustaining audience viewership through strategic outreach, is recruiting for a senior level position to attract, oversee and manage our audience engagement work. The **Vice President, Audience Engagement** reports to the CEO and plays a pivotal role in attracting, securing and servicing clients, which include studios, networks, filmmakers, investors, philanthropists, non-profits and corporations, dedicated to expanding their audience reach through extensive grassroots outreach efforts.

You will be expected to identify opportunities for new business, work quickly, self-prioritize and have the skills and existing rolodex to connect with a wide range of filmmakers, studios, and organizations. Top-notch leadership and people management skills are critical to the role. Outstanding communication skills, a savvy understanding of the film and television business, experience developing and implementing outreach strategies, a good existing network in the television and film industries, and a large dose of creativity and interpersonal skills will ensure success in this role.

Responsibilities:

- Build and manage the audience engagement portfolio of clients and projects
- Keep current on upcoming media projects as potential new business and develop and implement strategies to pursue
- Represent the company externally to clients, strategic partners, funders, policy makers and influencers
- Contribute to fulfilling income target for Audience Engagement client work
- Craft compelling proposals to secure clients
- Create and manage audience engagement campaigns
- Prioritize strategic partnerships to ensure film outreach campaigns achieve established goals
- Build and manage productive relationships with partner groups and organizations
- Proactively identify challenges before they become problems
- Generate compelling and engaging materials for use by partner organizations
- Deliver high-quality work products on-time and on budget
- Supervise and support project and freelance team members as appropriate
- Maintain effective project administration systems
- Keep abreast of, and share internally, the latest developments in audience engagement participation
- Be aware of ProSocial’s values and conduct business with stakeholders in that spirit

What qualifications are we looking for?

General:

- Minimum 10 years of relevant work experience
- History of managing others and balancing multiple projects at once in a deadline-oriented environment
- A self-starter who knows how to prioritize assignments, move quickly and remain flexible
- A passion for social change, ideally with experience in cause-related enterprises or campaigns
- Someone who stays abreast of world events, changes in society, communications strategies, social media innovations and popular culture just because they want to
- Demonstrated superior interpersonal and communication skills

Professional:

- Existing network of relationships in the television and film industry, particularly marketing and public relations contacts at the studios and networks
- Established track record of relationship building and cultivation of clients and partners
- Excellent organizational and teamwork skills, including multi-tasking and meeting deadlines in a fast-paced campaign environment
- Diligent, hardworking, sincere and quick to pick up on things taught to them
- Good interpersonal skills, working both as a team and independently
- Comfort with both taking direction and asking for clarity and help when needed
- Outstanding attention to detail
- Demonstrated experience developing and implementing strategies to maximize the reach of partnership opportunities
- Experience providing effective day-to-day management of project teams and budgets

Technical:

- Proficient in Microsoft Office Suite

Education:

- Bachelor of Arts or Science, ideally with coursework in business studies, marketing and communications or media and entertainment

Location: Santa Monica, CA

Compensation: Salaried, commensurate with experience.

To Apply: Interested parties should submit the following to jobs@prosocialconsulting.com. **All four areas of required documents must be submitted** in order to be considered:

1. Cover letter, outlining both the interest in and suitability for this position
2. Resume, including specific dates and results for each professional role and educational program
3. Two writing samples
4. Salary history