



RACHELLE LEWIS TALENT

Animation - VFX - Virtual Production
rachelelewis.com

POSITION: Managing Director - Immersive - Advertising

LOCATION: New York / Los Angeles / Toronto

CONTRACT: ASAP - FT Staff

CONTACT: [dana@\[rachelelewis.com](mailto:dana@[rachelelewis.com)

JOB SUMMARY:

RLT is looking for a **Managing Director** to launch and lead our client's advertising Immersive department. The right candidate will have a commanding presence and a demonstrated track record of success launching, building, and/or growing Immersive companies in the advertising market. They come to the table with a Creative Director in mind that they have always wanted to partner with to launch their own Immersive studio as well as a robust list of clients to bring in work. This role oversees every aspect of the company's global advertising Immersive service, is responsible for the P&L, and reports directly to the CEO. The perfect candidate has the desire to create something different, the flexibility to dream of a new paradigm, and the drive to turn their ideas into a reality. They are independent and resourceful while also being a team player, consistently exhibiting hunger, humility, and emotional intelligence.

RESPONSIBILITIES:

A. Lead

- Establish and communicate a global vision for the Immersive department;
- Hire and manage all artists, producers, and other departmental support staff;
- Set expectations for all employees daily, weekly, monthly, quarterly, and annually and hold them accountable to achieving those results;
- Monitor and act on the latest industry news and trends;
- Create processes and procedures to ensure inter and intra departmental consistency and efficiency;
- Partner with other Managing Directors to develop end-to-end solutions (inc. editorial, animation & design, color & finishing, and VFX, as well as film & episodic visual effects);
- Launch brick & mortar in Los Angeles and lead efforts to integrate with other North American offices, across processes, procedures, resources, and culture
- Ensure strong financial results with an emphasis on gross profit (revenue minus salaries & benefits, commissions, and freelance / outsourcing costs).

B. Sell

- Set sales budget annually and adjust forecasts quarterly;
- Utilize personal relationships to generate significant revenue;
- Partner with Marketing to position the company's brand in order to create awareness and thought leadership;
- Partner with Sales to generate significant revenue opportunities;

- Assume responsibility for hitting the departments revenue goals;
- Oversee the bidding and creative pitch process to close all sales opportunities;
- Along with Immersive Creative Director, be the public face for the company's Immersive department, fielding public relations and speaking opportunities.

C. Recruit

- Hire in-demand, A-list Creative Director;
- Identify and recruit top talent for both FTE and freelance roles (with an extra focus on talent that drives revenue);
- Execute performance reviews and develop employees along their career paths;
- Identify and develop outsourcing partnerships, in order to maintain and improve margins;
- Build a team mentality within the department as well as within the larger company organization.

D. Produce

- Oversee and manage all producers;
- Strategize and sign off on all bids for all projects;
- Ensure all projects are executed on budget and on schedule;
- Interface with other offices to deploy resources effectively and efficiently;
- Account management relationships with current and past clients;
- Ensure that every client has a remarkable experience on every project.

QUALITIES / CAPABILITIES:

- Open to and excited by change
- Hungry to redesign and constantly improve the client experience
- Humility to recognize, address, and learn from mistakes
- Emotional intelligence to deal with all types of people, communication styles, and situations
- Resourcefulness to figure it out and deliver on expectations, no matter what gets in the way
- Life learner; excited by a business book, an instructional YouTube video, or a webinar
- Demonstrated ability to build and lead a team by example
- Excellent judgment, decision making, and problem solving skills
- Process oriented; *fire-preventer rather than firefighter*
- Excellent oral, written and presentation communication skills
- Creative and confident presenter and negotiator, always working toward a win/win solution
- Cool under pressure; able to apply critical and strategic thinking
- Skilled relationship builder with the clients to prove it

If you're interested in talking about this excellent opportunity, please send your resume to **dana[@]rachelelewis.com**.

If you fit the criteria, the next step would be setting up a phone or zoom where we can give you the full download after signing an NDA (requested by the client).

Thank you - <http://rachelelewis.com/>

Contact: dana[@]rachelelewis.com with resume if interested.

RLT is an employer-paid talent acquisition company; there is never a fee to candidates
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