

Part-Time Contract Role For Well-Connected Agency/Freelance Creatives (Manhattan)

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We are working on an assignment to make agency creatives aware of Blurb [Real Books. Made By You.]. The campaign calls on agency employees to submit their favorite killed ideas at www.killedideas.com. This will enable the creation of a Blurb book, Best Killed Ideas Volume 1. We need to reach agency creative professionals to get things started – that’s where you come in.

Blurb Operative Role

You will be our ‘boots-on-the ground’ in the city. We’ll give you marketing collateral (moo cards and other items). We want you to go to the local agency hang-outs, meet with your creative/agency friends, and introduce the campaign. There’s nothing underhand here, just an opportunity for creatives to gain some long-overdue recognition for great, previously unpublished work. About time!

The Ideal Candidate

Perhaps you are a freelance creative – either temporarily, or by choice. You have worked in the agency world for a while at a few different shops and know where people go after the pitch is done, to unwind – or to celebrate the win. This is NOT a 9-to-5 gig, you won’t be making PowerPoint decks and if you aren’t a Mac user well versed in InDesign (or at least knowing what it is) then we doubt this is for you.

There are two parts to the project – introducing creatives to the campaign (Jan/Feb), and making them aware of Killed Ideas Vol. 1 once it's available (March-April). We need one person to work across both stages.

You Need To...

- Be dialed-in to the local agency community, associations, and upcoming conferences/expos within your market...
- Have an EXCELLENT local network of contacts in the agency & creative sphere
- Be willing to reach beyond your existing network – see this as an opportunity to make some new connections!
- Be outgoing, personable and a good networker
- Be self-motivated, with a 'can-do' attitude; able to work independently
- Live locally, have a flexible schedule and be able to drive to and from networking events
- Be computer/Internet literate, with printer and high-speed Internet access
- Have good communication and reporting skills, and be able to participate in weekly team conference calls

Ammo Will Provide

- Guidance on strategy, program goals, reporting tools, guerilla-style collateral and marketing materials
- Seeding of the idea via Facebook, blogger outreach, LinkedIn and our own network of contacts

Time And Money

Compensation to be discussed. Contract role, 50% up front, 50% on completion of the second stage.

This is a part-time role for 4-6 weeks for Jan/Feb; same again in April.

Interested? – please send us a resume, cover letter and a link to your

portfolio. Make sure to tell us why you are just the most connected creative there is, bar none.

Please, no phone calls and no recruiters.

About Blurb: www.blurb.com

Blurb is a do it yourself book publishing web service that enables the user to download Blurb's book smart software for free, easily drag and drop their own pictures as well as type your own text. Click, publish and your end result is a sleek, professional looking book (photo book, portfolio) made by you.

About Ammo: www.ammomarketing.com

Ammo Marketing is a collective of talented folks from the worlds of advertising, marketing, PR, journalism, event production, technology and entertainment. We specialize in Influencer Marketing and tend to work with challenger brands focused on creative, innovative ways of communicating their message.

- Location: Manhattan
- Compensation: TBD project fee, 50% up front, 50% on completion of second stage
- This is a part-time job.
- This is a contract job.
- Principals only. Recruiters, please don't contact this job poster.
- Please, no phone calls about this job!
- Please do not contact job poster about other services, products or commercial interests.

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