**Job Title: Marketing Executive**

**Department: Theatrical Marketing, Lions Gate UK Ltd**

**Reports To: Marketing Manager / Deputy Head of Marketing**

**Location: London, UK**

Lionsgate is a leading global filmed entertainment studio and is a major producer and distributor of motion pictures, home entertainment, television programming, video on demand and digitally delivered content and is at the forefront of driving growth from digital platforms.

**JOB DESCRIPTION**

To work as an integral part of the Theatrical Marketing Team, with a focus on cinema-based activity; brand, media and other third-party promotions; development of creative materials; as well as general administrative support to the Marketing Managers and Senior Marketing Team.

**KEY RESPONSIBILITIES**

FILM TITLE MANAGEMENT

* Assisting Deputy Head of Marketing/Marketing Manager in film title management, which will include the following disciplines:

MEDIA / STRATEGY

* Assist in the overall Marketing Strategy briefing, development and implementation, including defining target audiences and managing tactical executions
* Assist in the analysis of audience demographics and competitor media spend
* Liaise with Media Agencies and suppliers to help develop and implement media strategies
* Develop internal and external reports, post campaign analysis and presentations
* Monitor media plan developments and keep P+A budgets up to date
* Support the senior marketing team on relevant disciplines as required

CREATIVE

* Support the Marketing Manager or Deputy Head of Marketing in the briefing and development of key marketing materials, including but not limited to Trailers / TV spots / Posters / Radio spots and Social Media assets
* Liaise with creative agencies, ensuring deadlines and deliveries are met, especially within cinema, digital, promotions, physical printing and experiential parameters
* Brief and manage the creative/print agency to ensure all printed materials for cinema POS & Outdoor are delivered to deadlines
* Ensure the negotiation of best possible pricing and costs within the budgeted amount

CINEMA MANAGEMENT

* Working with another Marketing Executive, take responsibility for the joint management of marketing relationships with all exhibition chains
* Brief and manage the implementation of exhibitor advertising buys across all exhibition spaces, including in-foyer, digital and print
* Manage junior team members in the reporting, auditing and feedback of by-title representation of Lionsgate products at exhibition level, including on-screen, in-foyer, social media, in-app and on websites
* Work closely with third party partners to implement bespoke exhibition promotional activity
* Manage the material despatch process, ensuring POS materials are being posted at a local level and in a timely fashion.
* Maintain despatch and stock reports and check invoices against movements

MANAGEMENT

* Manage a Marketing Assistant on a day-to-day level, aiding in the prioritisation and management of their responsibilities (including Invoicing)
* Work closely with the Marketing Assistants to ensure that all work required from the wider team are actioned in a timely and expert manner

EVENTS

* Ensure that support for the wider Theatrical Team is provided at events where required, including staffing for ticket collection at film premiere’s, talent handling where required, POS delivery and implementation and marketing guest list management

ADMIN

* Manage a Marketing Assistant to ensure all finance processes are adhered to in a timely manner
* Become proficient in all financial processes relating to the marketing team, including SAP knowledge, PO raising processes and invoicing
* General Admin work where required by the wider marketing team

EXPERIENCE AND QUALIFICATIONS:

* 2-3 years’ experience working in a marketing role, ideally film or entertainment
* Strong knowledge and passion for film
* Confident and dynamic personality
* Excellent administrative skills and proficiency of computer software including, Word, Excel, PowerPoint & Outlook
* Excellent communication and organisational skills
* Strong analytical and project management skills
* Engaged creative outlook

**Our objective is to source for candidates who demonstrate the Lionsgate values:**

* **Collaborative** - a great team player who works well alongside all stakeholders
* **Passionate** - an ability to enrol, involve and motivate others with your ideas and plans
* **Innovative** – a creative flair, with the ability to think differently and offer new solutions and ideas
* **Inspiring** – demonstrate drive, tenacity and commitment to the job in hand
* **Integrity** – remaining true to the company’s values and always acting with positive intent