**Job Title: Marketing Assistant**

**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. The chosen candidate will support the Theatrical Marketing Team and assist in the creation and implementation of the Marketing plan.

**KEY RESPONSIBILITIES**

**Supporting Marketing Team**

* You will aid and support the Theatrical Marketing team in all aspects of the Marketing process.
* Arranging and organising team/external meetings, keeping notes up to date.

**Internal Communications**

* You will provide content for relevant Internal/external newsletters.
* Updating the company signature, and supply to the UK office.
* Responsible for updating the Lionsgate UK website & social channels with up to date artwork and trailers.

**Accounting Systems**

Working alongside the Marketing Executive and Marketing Intern, together, you are responsible for:

* Creating Invoices and issuing to accounts for processing.
* Raising POs and attributing to the P+A and suppliers.
* Reconciliation of Invoices.
* Management of the SAP system.
* Ensuring the P&As are up to date.

**Material Delivery / DPO**

Working with the Marketing Executive, together, you are responsibility for:

* Material Deliveries.
* Working closely with the Ops teams, and relevant US departments, in chasing delivery and filing film assets to aid in material creation.
* Manage the teams DPO (digital post office) system – where all deliverables will be stored. During campaign windows check DPO for asset delivery – download and update the marketing team.
* Updating the video asset document for each title.

**Agency Support**

Working with the Marketing Executive, together, you are responsible for:

* Supplying assets to the agencies: PR & Creative and Promotional & publishing partners.
* Working with the Senior Digital and Promotions Managers to supply assets on all titles to relevant parties

**Promotions**

Working with the relevant team members, you will be responsible for:

* Liaising and managing the relationships with merchandise providers, ensuring that relevant briefs are provided, and prize packages are obtained.
* Working with PM costing up and delivering prizes where applicable.
* Prize winner management.
* Liaising with publishers on relevant titles negotiating allocation of assets.
* Supporting the Senior Promotions Marketing Manager, where necessary.

**Premieres / Screenings**

Working with the Marketing Executive, together, you are responsible for:

* The Marketing dept invite list for all events: premiere/screenings/slate presentations.
* Working with Publicity dept on seat allocation.
* Winners – meet & greet with their tickets.

**Social Channels**

Reporting to the Senior Digital Marketing Manager, you are responsible for:

* Uploading content to the official Lionsgate UK YouTube channel.
* Supporting the Senior Digital Marketing Manager, where necessary.

**Local Cinema Marketing**

Working with the Marketing Executive, together, you are responsible for:

* Creating POS site distribution list for each film.
* Liaising with MPD to ensure each POS is supplied and displayed - as per deadlines.
* Liaising with cinemas for all POS requests.
* Implementing nationwide cinema competitions.

**Press**

You are responsible for:

* Collating all press for media and promotion insertions.
* Create list of all press dates, ensuring correct copy.

**Required Skills and Knowledge**

* One year’s experience working in similar role
* Highly organised and capable of working under pressure
* Strong knowledge of film
* Good presentation skills
* Works collaboratively with all stakeholders
* Strong Excel skills
* Drive, tenacity and commitment to the job in hand
* Excellent communication skills
* High level of initiative

**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