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**Job Title: Marketing Manager TV & Home Entertainment – UK & EMEA**

**Department: Worldwide TV Marketing & Home Entertainment**

**Reports To: SVP Worldwide TV Marketing & Publicity & SVP UK Home Entertainment & Digital**

**Location: London, UK**

**WWTV Marketing Responsibilities:**

* Day-to-day contact point for the London-based International Sales team
	+ Gather and fulfil requests for marketing and sales materials
	+ Share critical information on content and assets
* Build solid relationships and communication lines with internal divisions
	+ Guarantee the regular and clear communication of information and assets.
* Act as main liaison between the UK and European network partners
	+ Gather broadcast air dates
	+ Secure key marketing and publicity assets
* Creation/writing of Marketing materials to be used for B to B sales purposes
	+ Materials include Sell Sheets, Programming Books, Theatrical slides
	+ Build presentation decks as required
* Provide support for International Sales and Marketing teams for UK and European events and screenings
	+ Act as a local extension of the US based Events, Marketing & PR Teams
* Collaborate with US Marketing team and work on special projects, as needed

**UK TV Marketing Responsibilities:**

* Creation/writing of Marketing materials to be used for B to B sales purposes
	+ Materials include Sell Sheets, Programming Books & AV promos
	+ Build presentation decks as required
* Build Relationships with external Production partners and agents
	+ Ensure internal divisions are informed of all developments

**Home Entertainment Marketing Responsibilities:**

* Exploitation of Lionsgate’s content on Packaged and Digital Media for the UK Market, with a focus on TV but extending to film:
	+ Defining marketing and release strategy for each title
	+ Building the P&L, creating packaging, marketing materials and briefing the marketing plan
	+ Sales analysis and ongoing monitoring of Home Ent & Digital TV market
	+ Establishing opportunities to maximise sales of TV back catalogue
	+ Presentation of product to internal sales teams

**Required Skills & Knowledge:**

* + Experience in marketing within international film/entertainment industry, preferably within a studio environment
	+ Ability to show effective communication skills
	+ Proficient in Microsoft Office Word, Excel and advanced PowerPoint
	+ Creative writer of marketing materials
	+ Demonstrated interest in content and entertainment
	+ Good understanding of current TV/digital entertainment landscape
	+ Confident and self-motivated; ability to build relationships
	+ Excellent presentation skills
	+ Organised, eye for detail and design
	+ Ability to travel when required