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**Job Title: Senior Product Manager**

**Department: Home Entertainment & Digital Marketing, Lions Gate UK Ltd**

**Reports To: Head of Marketing, Home Entertainment & Digital**

**Location: London, UK**

Lionsgate is seeking a talented marketing professional to join the Home Entertainment team as Senior Product Manager. The chosen candidate will create and implement innovative marketing plans, drive sales and maximise revenues on Lionsgate properties across all transactional home entertainment formats.

The Lionsgate brand is synonymous with original, daring, quality entertainment. We are looking for the perfect candidate to become part of a dynamic team to drive the business forward

**Main Responsibilities**

* Manage the profitable exploitation of key Lionsgate content on DVD, Blu ray and all physical formats, as well as EST and transactional VOD
* Demonstrate strategic thinking in planning campaigns and presenting recommendations, ensuring that marketing funds are used to maximise sales and profitability
* Build strong relationships with all internal departments to ensure the best performance for our content, i.e sales, theatrical, publicity, finance, operations and legal teams
* Strive to develop creative and innovative marketing campaigns to make Lionsgate content stand out from the crowd, and inspire the rest of the marketing team to do the same
* Work with agencies/the in-house designer to develop creative materials, marketing assets and promotional tools for each New Release title
* Analyse and evaluate campaigns and use results to make necessary adjustments to future marketing plans
* Demonstrate excellent market knowledge and encourage the team to grow their understanding of the consumer, the retailer, the market, and the competition
* Oversee/manage one or more of the Junior members of the team: identify their strengths, support them in attaining their goals and ensure their campaigns are well executed to deliver the best results
* Support the Head of Marketing and assist in maintaining a strong, positive environment for the whole team.
* Maintain strong external relationships with Retail, Trade and Industry partners
* Build relationships with Lionsgate US team to achieve synergies and share best practices
* Support acquisitions on an ad hoc basis with forecasting requests and pitch presentations

**Required Skills and Knowledge**

* Minimum 3 years’ experience in the film/entertainment industry
* Interest in content and entertainment
* Good understanding of current digital and physical entertainment retail landscape
* Excellent presentation, communication and interpersonal skills
* Organised, eye for detail and design, analytical/profit conscious
* Confident and intelligent – able to discuss and argue opinions

**We look for candidates who demonstrate the Lionsgate values: Collaborative, Passionate, Innovative, Inspiring,**

**Integrity**

* 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