

# Title: International Social Media Marketing Coordinator

# Reports To: International Social Media Marketing Manager

**Location:** London, UK

*Starz, a Lionsgate company (NYSE: LGF.A, LGF.B), is a leading global media and entertainment company that produces and distributes premium streaming content to worldwide audiences across subscription television platforms. Starz is home to the flagship domestic STARZ® brand, STARZ ENCORE, 17 premium pay TV channels and the associated on-demand and online services, including the highly-rated STARZ app. With the roll out of the STARZPLAY international premium streaming platform and STARZ PLAY Arabia, Starz is expanding its global footprint in a growing number of territories. Sold through multichannel video distributors, including cable operators, satellite television providers, telecommunications companies, and other online and digital platforms, Starz offers subscribers more than 10,000 distinct premium television episodes and feature films, including STARZ Original series, first-run movies and other popular programming.*

The UK division of STARZPLAY is seeking an experienced Coordinator, reporting to the International Social Media Marketing Manager. Working in a dynamic and ever-changing environment, the ideal candidate will be flexible, resourceful and calm under pressure. The role requires excellent organisational and prioritisation skills and attention to detail.

**Key responsibilities include:**

* Support the International Social Media Marketing Manager with the day-to-day running of the social creative development
* Coordinate communication with and management of creative agencies to produce targeted social-first content
* Assist with campaigns for the brand handles by collaborating with internal stakeholders
* Support with the creation of high-quality campaigns and content creative
* Coordinate social media community management duties when necessary, including copywriting, posting, live tweeting, replying to fans, etc.
* Prepare correspondence, agendas and meeting notes
* Schedule appointments both internally and externally
* Facilitate travel arrangements and itineraries – including flights, trains, hotels, restaurants and taxis etc.
* Occasional ad hoc projects



**Key Skills Required:**

* Ability to demonstrate experience in a similar role
* Proficient in Microsoft Office: Word, Excel, PowerPoint and Outlook
* Ability to handle sensitive and complex situations with complete confidentiality and efficiency
* Have demonstrated ability to juggle multiple projects on tight deadlines
* Possess a high degree of organisation and time management skills
* Have excellent interpersonal skills, and able to work collaboratively throughout an organization
* Strong relationship building skills and the ability to work with people at all levels is essential
* Ability to react instantly to changing aims and objective with the ability to operate at a fast pace
* Have excellent interpersonal, verbal, and written communication skills
* Attention to detail, follow-through, initiative, and ability to identify and anticipate challenges before they arise is key
* Work well under pressure
* Ideally a strong interest in film and TV

***Our objective is to source candidates who demonstrate our global values:***

***Resourcefulness –*** *We redefine what is possible.*

***Innovation –*** *We challenge the status quo in order to foster bold thinking and outcomes.*

***Collaboration –*** *We connect people and ideas to ensure all voices are heard.*

***Inclusiveness –*** *We pursue and embrace diverse talent and perspectives.*

***Empowerment –*** *We equip and entrust our people to cultivate growth and advance our mission.* ***Integrity –*** *We respect all individuals and honour our commitments to one another.*