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**Job Title: Theatrical Exhibition Marketing Manager**

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

**Reports To: Deputy Head of Marketing / Co-Head of Theatrical**

**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**

The Theatrical Exhibition Marketing Manager will lead the development, execution and assessment of all trade marketing activity for the theatrical slate across UK & Ireland. They will work closely with the Theatrical Marketing team to ensure integrated strategies for all titles and deliver best-in-class presentation of Lionsgate films to consumers.

**KEY RESPONSIBILITIES**

STRATEGY & BUDGET MANAGEMENT

* Working closely with the Co-Head of Theatrical and Deputy Head of Marketing to set trade marketing strategies & budgets across the theatrical slate, including exhibitor advertising, creative, promotions and materials distribution
* Liaising with internal departments such as Theatrical Sales to align exhibition marketing support with by-title sales & distribution priorities
* Identifying key partners for the theatrical slate and develop relationships, deals and best-in-class creative executions across titles
* Regularly assessing vendor partners for all trade marketing activities and present recommendations to the Co-Head of Theatrical and Deputy Head of Marketing which will help drive creative excellence, cost efficiencies and best-in-class standout for the theatrical slate
* Presenting by-title budget breakdowns for all trade marketing expenditure to the Co-Head of Theatrical and Deputy Head of Marketing

EXHIBITION RELATIONS

* Develop and manage all marketing relationships with exhibition chains across UK & Ireland
* Present Lionsgate titles and marketing plans to exhibition partners to aid the sell-in process alongside the Theatrical Sales Team
* Through advertising & creative content, drive added value with exhibition chains for the theatrical slate in line with business priorities
* Brief, implement and execute exhibitor advertising buys across all exhibition spaces, including in-foyer, digital and print
* Liaise with exhibition head offices and report best practises & creative learnings to the marketing team

CREATIVE

* Implement integrated creative strategies by working closely with the marketing manager for each title
* Brief and execute all exhibition related creative, including but not limited PO and Cinema Website creative formats
* Drive innovation within exhibition creative, ensuring the best stand-out and point of difference for Lionsgate titles

EXHIBITION PROMOTIONS

* Work closely with third party partners to implement bespoke exhibition promotional activity, such as competitions, special screenings & gift-with-purchase
* In tandem with the Lionsgate theatrical sales department, initiate paid member promotions with exhibition partners such as Cineworld Unlimited & Odeon Limitless

MATERIALS DESPATCH

* Manage the creative timelines, printing and delivery of all POS across theatrical slate, ensuring POS materials are being posted at a local level and in a timely fashion
* Oversee third party partners & vendors to ensure deadlines are adhered to
* Manage junior team members & external partners in the reporting, auditing and feedback of representation of Lionsgate products at exhibition level
* Regularly assess vender partners for all trade marketing activities and present recommendations to the Co-Head of Theatrical and Deputy Head of Marketing which will help drive creative excellence, cost efficiencies and best-in-class standout for the theatrical slate
* Maintain despatch and stock reports and check invoices against movements

THEATRICAL TEAM SUPPORT

* 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

EXPERIENCE AND QUALIFICATIONS:

* The ability to demonstrate strong 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