**Title: Coordinator, Marketing, EU**

**Reports To:**  **SVP, International Distribution and Business Development**

**Location: London**

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 launch 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.

STARZPLAY is an SVOD service launched in the UK and Germany with additional territories launching in 2019.The Marketing Coordinator will support the U.S. partner marketing and distribution teams through international STARZPLAY expansion and through EU partner launches. They will have a great eye for detail and thrive in a fast-paced environment supporting the European Marketing Manager.

**Key Responsibilities:**

* Supporting marketing strategies and communications with partners, external agencies, media partners and internal teams to ensure brand and directional alignment for EU specific projects
* Supporting in the creation of go-to-market presentations and market analysis
* Maintaining organized CRM or relationship management documents for all regional partners
* Delivering premium creative assets and programming priorities to partners
* Support execution of digital ad buys, editorial placements for Director, Media (based in U.S)
* Support creative transcreation for show campaigns and support social content strategy as needed
* Work with U.S. central partner marketing strategy team to develop best practices
* Support in scheduling meetings and calendaring partner meetings with Manager, Marketing EU
* Processing expense reports and other miscellaneous duties

**Required Knowledge and Experience:**

* Dual language fluency a must, English plus ideally German, French or Italian
* Bachelor’s degree in marketing or related field or relevant qualification and/or experience
* Ability to demonstrate detailed administrative experience, preferably marketing
* Expert in MS PowerPoint, Word and Excel
* Exceptional organizational and interpersonal skills
* Must be detail-oriented and able to meet deadlines
* Must be able to multi-task and prioritize to ensure that all assignments are completed in an accurate and timely manner
* Highly organised and capable of working under pressure
* Good presentation skills
* Works collaboratively with all stakeholders
* Strong Excel skills
* High level of initiative