

LIONSGATE®

Job Title: Junior Product Manager
Department: Home Entertainment & Digital Marketing, Lions Gate UK Ltd
Reports To: Senior Product Manager
Location: London, UK

Lionsgate is seeking an enthusiastic marketing professional to join the Home Entertainment team as Junior Product Manager. The chosen candidate will help to create and implement innovative marketing plans, drive sales and maximise revenues on Lionsgate properties across all home entertainment formats from DVD through to Digital.

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

- Assist the Senior Product Manager in the creation and implementation of innovative consumer and trade marketing campaigns across catalogue, TV and new release campaigns as required
- Management of specific projects e.g. product packaging design, marketing material creation and, in time, smaller new title releases
- Work closely with the sales teams to optimise in-store, online and digital promotion opportunities
- Analyse, evaluate and use results to make necessary adjustments to future marketing plans
- Monitor the home entertainment market for competitor activity: seek out what's new, what's working, and ways in which we can improve our market share
- Support the marketing team with ad hoc projects including acquisitions research, assisting on local productions and brainstorming new ideas
- Work alongside all internal departments to get the best out of our titles, from theatrical & TV, to operations, publicity, legal and finance
- Work closely with appointed agencies to achieve impact and cut-through
- Ensure that marketing funds are used to maximise sales and profitability
- Ensure senior management are informed and on board with all activities

Required Skills and Knowledge

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

- Minimum 1 years' experience in the film/entertainment industry
- Proficient in Microsoft Office Word, Excel and PowerPoint
- Interest in content and entertainment
- Good understanding of current digital entertainment retail landscape
- Good communication skills
- Excellent presentation skills
- Organised, eye for detail and design, analytical/profit conscious
- Confident and intelligent – able to discuss and argue opinions

About Lionsgate

Lions Gate Home Entertainment, a Lionsgate company (NYSE and TSX:LGF). Lionsgate is the premier independent producer and distributor of motion pictures, television programming, home entertainment, family entertainment and video-on-demand content. Its prestigious and prolific library is a valuable source of stable, recurring revenue and is a foundation for the growth of the Company's core businesses. The Lionsgate brand name is synonymous with original, daring, quality entertainment in markets around the globe.