**Title: Marketing Manager, 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 role of the European Marketing Manager is to be responsible for managing partner marketing plans, meetings, agencies and localized creative and media buying for European territories.

**Key Responsibilities:**

* Leading marketing strategies and communications with partners, external agencies, media partners and internal teams to ensure brand and directional alignment for EU specific projects
* Go-to-market presentations and market analysis, translating audience and regional insights into valuable content recommendations and strategies
* Managing organized CRM or relationship management documents for all regional partners
* Delivering premium creative assets and presenting programming priorities and key stunts/movie promotions throughout territories to define STARZPLAY brand in EU
* Manage negotiation and execution of digital ad buys, editorial placements for Director, Media (based in U.S)
* Oversee creative transcreation for show campaigns and support social content strategy as needed
* Serve as primary marketing contact for U.S. central partner marketing strategy team

**Required Knowledge and Experience:**

* Bachelor’s degree in marketing or related field or relevant qualification and/or experience
* Demonstrate extensive experience of marketing, preferably partner or affiliate marketing
* Dual language fluency a must, English plus ideally German, French or Italian
* Extensive knowledge of digital creative, international campaigns and digital marketing best practices
* Experience marketing for cable and/or digital networks, OTT work a major plus
* Ability to demonstrate relevant experience managing relationships and customer relationships
* Familiarity with 3rd party ad serving platforms, rich media and paid social for desktop and mobile platforms