

### **Job Title**

- Digital Marketing Specialist

### **Job Goals**

- Create, lead and execute marketing campaigns

### **Main Duties**

- It's an amazing situation to join Filimo. We have brought a good work environment to create our own teamwork and culture. This is where you come in. We are looking for a creative and socially driven Senior Marketing Manager.
- In this position, you will be creating and executing 360 marketing campaigns (media, social and offline activation) across the market. The successful candidate will be comfortable taking the lead on campaigns, yet act collaboratively and selflessly when taking feedback. You'll create campaigns that drive impact buzz and resonates authentically with total audiences and set plans for marketing.
- The best candidate for the role is someone who loves entertainment content already and talks naturally and passionately about series, films, and documentaries. Has an entrepreneurial spirit and ability to work both individually and in cross-functional teams. Someone who will thrive in our responsibility culture. In this role you will:
  - Co-build and execute marketing strategy
  - Creatively and strategically position Filimo shows and films to make them truly loved
  - Create, lead and execute marketing campaigns within a given time and budget
  - Partnering with internal cross-functional teams and creative and media agencies

### **Requirements**

- Senior experience on integrated, multi-media marketing projects with an emphasis on digital and social media.
- Extensive working experience in a similar market is required in this role.
- Concise and clear communicator with written and oral communication skills
- Previous experience working with the entertainment business is highly preferred
- Strong relationship management skills
- Have experience in the ad agency is a plus.
- Creativity, we are looking for someone able to turn cool ideas into reality.
- Solid understanding of creative positioning, key art and video execution, media, advertising, and entertainment marketing.