



## Job Description

Job Title:	<b>Manager, Marketing</b>
Department:	5 Alarm Music
Location:	Los Angeles, CA

### Position Scope:

Reporting to the Managing Director of 5 Alarm Music, this role oversees all aspects of marketing strategy and creative brand direction for 5 Alarm, working directly with our catalogs, creative teams and partners to develop marketing strategy and maximize reach. Accountable for leading brand development, setting creative strategy, designing and executing globally-relevant, omni-channel communications, campaigns & consumer experiences and ensuring creative brand standards are met across all consumer touch-points.

### Key Responsibilities:

- Work collaboratively with internal and external stakeholders to create, develop and execute impactful content and campaigns, integrated communications and innovative design, branding, and experiential strategies to: create demand for 5 Alarm products/services/offerings and increase overall brand awareness – support consumer and partnership engagement on 5A’s social and digital channels; amplify and elevate our libraries and artists; and drive growth of new member acquisition and retention within our target markets
- Own and guide the strategic, creative expression of 5 Alarm’s Brand Identity, Voice and Messaging across all marketing touch-points and interactive experiences from digital and social media to paid advertising, audience acquisition and retention strategy, email marketing/newsletter development, CRM/SEO, website design and management, partnership programming, new business pitching/proposals, original content/video production, insights and analytics etc.
- Oversee critical creative and marketing collateral sub-functions including: art direction, graphic design, copy, editorial, film & video, photography, digital design, production and any other capabilities required to deliver on 5 Alarm's brand positioning & growth objectives

- Design and create all 5 Alarm marketing materials and promotional content including album graphics, featured playlists, release teasers, logos, social graphics, websites, print, on-line and OOH advertising creative
- Create professional presentation decks, client proposals and one-sheets
- Manage the development of a social media strategy that aligns with the overall marketing, content and brand identity
- Plan, schedule and maintain marketing and social media content calendar and release slate
- Work with Sales and Creative teams to identify notable sync placements and projects; design and execute creative promotional campaigns featuring placements to use for marketing and growing our digital portfolio
- Work with the creative team to identify, create and update featured playlists
- Create content and digital assets that compliment and elevate the overall marketing strategy for each catalog on paid and non-paid social channels, including Facebook, Instagram, Twitter, YouTube, etc.
- Develop, manage, evolve and enforce design guidelines, templates, workflow processes, protocols and tools used to create all marketing materials and provide support/creative services to internal teams and partners
- Ensures creative processes and timelines are understood & key stakeholder needs clearly defined. Lead and prioritize creative project schedules, and ensure deadlines and goals are met and on budget.
- Work with 5 Alarm's Managing Director to plan marketing budgets and track spends across multiple projects // Create, negotiate and execute all paid advertising
- Other duties on occasion as required by the needs of the business

#### **Qualifications, Experience and Skills:**

- Experience with Production Music Libraries and/or adjacent Marketing experience strongly preferred
- Broad understanding of music industry marketing
- Ability to make essential creative judgements and to take initiative
- Able to work quickly, multi-task, and reorganize priorities
- Great communication skills
- Ability to communicate and collaborate across various departments within the company
- Ability working both independently and collaboratively as part of a team
- Problem solving skills
- Ability to adapt and change as needed

#### **Behavioral Identifiers:**

- Extremely organized
- Positive, self-starter attitude and desire to exceed expectations
- Process driven and analytical

- Resourceful
- Deadline driven
- Ability to adapt to change
- Outgoing personality
- Excellent problem-solving skills
- Team player

Salary range is \$50,000 - \$70,000

\*\* Anthem Entertainment is an equal opportunity employer and is deeply committed to fostering a transparently inclusive workplace environment and people of colour, women, people with disabilities, veterans, and LGBTQ candidates are very strongly encouraged to apply.

Interested candidates should send their resume to **[careers@anthementertainment.com](mailto:careers@anthementertainment.com)**

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