



Position Title: VP, Marketing & PR

Location: Santa Monica, CA

Reporting To: *Interim* CEO, CFO & EVP of Finance

Summary

The Vice President of Marketing & PR will lead all marketing initiatives encompassing sales support, events, brand marketing, corporate communications, graphics, and PR. This position is responsible for the strategic development and implementation of all corporate public relations, marketing and publicity for Miramax. In addition, develop and oversee the execution of a clear marketing and communications strategy that enhances the brand's reputation and awareness.

Responsibilities

- Develop creative briefs for internal and external agencies
- Develop marketing initiatives and promotional programs
- Collaborate with internal departments to ensure each campaign strategy is accurately represented via media buys, PR, on-air and digital
- Develop corporate communication campaigns and PR efforts with a focus in new media, entertainment, and technology
- Work closely with film makers and talent as well as all corporate executives focused on new content initiatives
- Provide innovative marketing for all distribution platforms including homes entertainment, TV, digital, domestic, and international theatrical distribution
- Create comprehensive global, branding programs, and social media
- Provide leadership and project management opportunities for the Marketing & PR team that gives them strategic experience, strong communication and influencing skills and a strong understanding of best practices for internal/external project/process management
- Drive revenue and sponsorship opportunities for all business units
- Interpret customer research/trends and translate into actionable strategic plans that can achieve stated business goals

Requirements

- Minimum of 10 years of experience in consumer marketing, entertainment, strategy, media, advertising, or marketing research
- Bachelor's Degree in Broadcasting, Marketing, Public Relations, Communications or related fields
- Expert knowledge with logistics and processes involved in attending, exhibiting, and hosting events at major film and television festivals and markets worldwide
- Extensive relationship built over time with journalists globally
- Strong communication, marketing and presentation skills
- Ability to problem-solve and handle last-minute problems/changes
- Must be goal oriented, flexible and creative under pressure, often while juggling several projects at once
- Proficient skill set in Microsoft Office Suite & internet/media savvy
- Willingness to travel; foreign languages a plus

To Apply

- Please send resume & cover letter to careers@miramax.com and include "VP, Marketing & PR" in the subject line.