



Thunderbird Releasing **Marketing Coordinator**

Independent film distribution company Thunderbird Releasing seeks a highly organised, efficient and enthusiastic Marketing Coordinator to support the Head of Marketing. Current theatrical releases include the Palme D'Or winning SHOPLIFTERS, Lee Chang-dong's critically acclaimed BURNING and THE KINDERGARTEN TEACHER starring Maggie Gyllenhaal. The successful candidate will ideally have previous experience of implementing audience facing theatrical and/or home entertainment marketing campaigns and be keen to take ownership of key areas. It is a diverse and demanding role and represents an excellent opportunity to develop skills whilst working within an exciting and fast paced industry.

JOB DESCRIPTION

SOCIAL MEDIA & DIGITAL MARKETING

- Originate, schedule and manage social media campaigns for Theatrical and Home Entertainment releases and operate as a brand champion for all titles across the slate
- Oversee agencies to deliver creative assets, content and campaigns
- Maintain and update the Thunderbird Releasing website
- Create social media assets for theatrical and home entertainment releases

HOME ENTERTAINMENT

- Liaison with Home Entertainment supplier company for schedule/material updates and asset supply
- Coordinate the development and production of packaging materials for Home Entertainment, including digital assets as well as DVD & Blu-Ray materials
- Key contact for all materials requests

EXHIBITION & PARTNERSHIPS

- Develop relationships with cinema marketing teams and stakeholders such as the Film Audience Network (FAN) including booking advertising, setting up and fulfilling competitions and promotions, adapting creative for ad creation, sending materials and compliancy checks
- Plan, create and oversee the creation and distribution of promotional, POS materials and Theatrical Sales communications

- Provide support with identifying partners for third party promotions, competitions and implementing campaigns (distributing relevant assets to agencies and promotional partners).
- Provide support with the planning and development of grassroots marketing initiatives implementing agreed activity
- Assist with exhibitor, media and partner screenings as required

CREATIVE

- Support in the delivery of theatrical marketing campaigns
- Assist in the briefing, co-ordination, development and approval process for creative, and promotional activity to an agreed timeline
- Create final campaign reports for individual film marketing campaigns

REQUIREMENTS

- Minimum 1-2 years experience across film marketing, or in an audience facing communications role
- Strong and active interest in film, with enthusiasm for independent cinema
- Excellent understanding and experience of all Social Media platforms
- Excellent interpersonal, negotiating and networking skills
- Good written and verbal communication skills
- Ability to work independently, under pressure, be reactive and meet deadlines
- Excellent IT skills, with proficient use of Microsoft Office packages & Apple systems with experience of using Adobe Photoshop and InDesign
- Good understanding of various marketing processes and a keen interest in marketing trends
- Creative flair and a good eye for detail
- A proactive approach to tasks

Thunderbird Releasing runs a virtual office and as such you will need to be able to work from home alongside meeting colleagues and external agencies at varying London locations.

Application via C.V. and covering letter to:
recruitment@thunderbirdreleasing.com

Closing date for applications: 11 January 2019
Interview Date range: Week commencing 14 January

Salary: £23,000