

MARKETING MANAGER

The Company

Vertigo Films is a multi-award-winning, independent TV and film drama production company. Known for our unique creative slant, wealth of experience and production reliability, we have been responsible for producing two of the most successful Sky series of recent years, Britannia and Bulletproof, as well as over 35 commercially successful and award-winning films including Human Traffic, The Football Factory, Bronson, Monsters, The Sweeney and StreetDance 3D. We currently have two shows in production, Mammals for Amazon, and A Town Called Malice for Sky.

Application Procedure

Please send a short cover letter highlighting your relevant experience in relation to tasks outlined in the job description together with your CV to madeleine@vertigofilms.com

Please note that no application will be considered without a cover letter.

The Role

We are looking for an experienced and talented marketing manager to work across our TV and film productions. You will be responsible for managing social channels, working across PR campaigns, and working with our financiers and broadcasters to generate marketing campaigns. You will also work very closely with on set production teams and key stakeholders to ensure flow of information and to capture footage to use on campaigns.

Specifics of the job are:

Marketing

- Work with design agencies to create pitch decks and development creative materials
- Work closely with the UK Broadcasters to plan and execute marketing campaigns and develop brand awareness for both Vertigo and its productions.
- Liaise with broadcasters and influence their marketing plans and tactical marketing activity to drive awareness, engagement, and consumption
- Work closely with talent, on set and virtually to develop and enhance campaigns through digital and social media.
- Increase awareness and engagement across platforms for two current titles (with strategies developed for further upcoming releases) – developing paid media and organic campaigns to support release in U.K and worldwide.
- Evaluation of all communications activity, identifying success and refining to drive out low performing activity
- Ensure that commissioned photography delivers required assets for marketing and communications.
- Review performance of marketing campaigns and suggest improvements
- Identify partnerships for product placement opportunities and branding/merchandising deals
- Create assets for social channels/update signature strips
- Liaise with TV production staff and be key point of contact for stakeholders.
- Co-ordinate outreach with key partners and influencers

- Manage creative agencies, from briefing to final execution, working closely to ensure sufficient content capture for social and digital campaigns.

Social

- Generate, edit, publish, and share engaging content across the in-house and brand social channels dedicated to our TV shows.
- Prepare the digital campaign strategies for our in-house and branded social channels.
- Monitor social sentiment on each channel/ platform
- Create and manage social calendars and liaise with key stakeholders for approval.
- Communicate with followers, respond to queries in a timely manner and monitor responses.
- Ensure Vertigo's website is kept updated with current shows and news
- Suggest and implement new features to develop brand awareness for internal and external channels.
- Stay up to date with current technologies and trends within social media, designs, and tools.

PR

- Support on all PR strategy and implementation for each title, from pre-production through to TX, local and international
- Act as PR liaison for production – assisting broadcasters with set access, unit stills and EPK content capture
- Co-ordinate and help develop PR campaigns, working closely with
- Research and develop new opportunities for our productions
- Act as point of contact for talent, agents, and production teams.
- Work closely with trade journalists to keep abreast of industry news.
- Research and monitor the TV landscape both in the UK and internationally.
- Co-ordinate awards submissions with broadcasters
- Support corporate PR team and assist with writing press releases.

General

- Work closely with Heads of Departments making sure key stakeholders are updated on a regular basis.
- Collaborate with external stake holders as well as internal teams e.g., development, production

Technical:

- Proficiency in Excel, Microsoft Office, Microsoft Teams, Zoom, and Outlook
- Proficiency in WordPress
- Proficiency in Adobe Suite – e.g. Photoshop, InDesign, Premiere Pro

Skill Set

We are looking for someone who has:

- At least three years' experience in a marketing role at a film/tv production company, broadcaster, or film/tv creative agency
- Experience of managing multi-platform social media campaigns

- Creating marketing and PR campaigns
- Experience of dealing with senior, external stakeholders
- Strong communication and presentation skills
- Photo and video-editing experience
- Good organisational skills
- Strong knowledge of the film and tv industry
- Analytical ability and problem-solving skills
- The ability to multi-task across a variety of projects
- Discretion and professionalism in communicating with talent and when handling confidential data in accordance with General Data Protection Regulation (GDPR)
- Personal commitment to continual self-development