

JOB DESCRIPTION

Date: 2019

Department: 5101 Media Services

Title: VP of Digital Marketing

Mission: Develop and manage the execution of an overall digital strategy for MGA Entertainment. The VP of Digital Marketing is responsible for creating innovative and relevant digital plans that will drive awareness, ignite growth, and generate revenue – all while creating synergies amongst all digital efforts and differentiate MGA brands from the competition.

Key Result Areas

Time Utilization

1. Digital Marketing Strategy and Execution	40%
2. Social Media Management	40%
3. Oversee Media Planning and Buying process	10%
4. Business Growth	10%

Position Requirements

Education/Experience:

- Bachelor's Degree in Communications, Digital Marketing or similar field.
- Minimum of 10 plus years of experience and a track record of leading and developing brands using a variety of marketing vehicles (social media; consumer marketing; channel marketing; etc.).
- Strong leadership, team building and talent development.
- Experience delivering brand communications via digital including and not limited to working across different functions related to digital marketing including digital media marketing, SEM, SEO, social media, mobile, and web experience.

Skills/Knowledge/Ability:

- Extensive Digital and Marketing experience required.
- Instagram, YouTube and social media marketing and sales.
- Strong influencing skills and ability to collaborate with cross-functional teams.
- Strategic thinker who excels at coming up with original ideas and is able to execute.
- Ability to integrate digital programs to support marketing goals and programs; able to perform within an integrated team environment.
- Has strong digital marketing and media contacts and industry influencers.
- Demonstrated success achieving digital goals without an agency.
- Strong analytical skills and passion for interpreting and translating quantitative and qualitative data into actionable insights.

- Extensive experience developing and managing complex digital programs, developing messaging and delivering measurable results.
- Excellent project management skills for managing internal and external resources, setting and managing deadlines, and fielding and prioritizing internal and external inquiries.
- Exceptional initiative & follow-through skills.
- Must be a flexible and creative self-starter who is able to work within an entrepreneurial environment.

Key Result Areas and Activities

1. Digital Marketing

- Lead digital marketing strategy and execution for MGA Entertainment brands.
- Development of digital content and strategy in line with brand messaging.
- Develop digital marketing programs across a wide range of channels using highly unique tactics and strategies to deliver maximum brand exposure and ROI, while working with internal and external partners.
- Create synergies amongst all digital efforts to ensure a cohesive and maximized plan.
- Differentiate MGA brands from the competition.

2. Social Media Management

- Develop brand and corporate social strategies, including channels, content creation and publishing, and agency management where applicable.
- Oversee effectiveness and reporting of content posting on relevant platforms per brands and products.
- Maximize bloggers/influencers across all digital and social media platforms.
- Promote integrated MGA Entertainment branding and messaging.

3. Media Planning and Buying

- Oversee the development and execution of RFP's for Media Planning, Buying and Digital agencies.
- Strategically lead the relationships between client requests, creative vision, budget and schedules.

4. Business growth

- Identify new digital opportunities to drive awareness and increase revenue.
- Ensure strict KPI management is applied to all initiatives and report on business results.