**JOB ADVERT:**

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**Marketing Manager for FilmFixer & Apply4 Technology**

* Are you looking for an exciting Marketing Manager role across two fast growing sister companies?
* Can you lead a potentially global team of freelancers as well as in-house cross-functional colleagues to deliver the value in advance of the transaction that generate the strong qualified leads?
* Do you want your impact to be global and stretch across services and SaaS software?
* Are you a ‘marketing machine’ that scares the people who know you well (in a good way of course...?)

Filmfixer and Apply4 are on a mission to make filming and events easier to arrange. We are the UK’s leading film service provider and the world’s leading provider of cloud based film and event permitting software, (FilmApp and EventApp).

We operate the film service for 16 London councils plus Lee Valley Park. We operate film services for the county of Suffolk under the name Screen Suffolk. Our software customers are local governments in the USA and UK. Clients include Atlanta, Pittsburgh, Seattle, San Diego, San Antonio, Liverpool, Cardiff, Bristol, Manchester, Birmingham, and 26 London boroughs.

FilmFixer handles film permissions for around 8,000 film shoots a year. These include feature films such as Mission Impossible 6, The Phantom Thread, Wonder Woman, Spectre, and many others. We also handle film permits for High end TV drama such as The Crown, Dr Who, Mr Selfridge and lower budget TV drama such as Informer, Chewing Gum and Top Boy. We help many student and low budget filmmakers find locations and charge reduced rates for these projects.

Apply4’s FilmApp is used by large scale film production companies like Warner Brothers, Working Title, Paramount, Universal, BBC, Netflix and many others. EventApp is used by large scale and small scale event organisers in many cities.

FilmFixer is usually the first phone call a producer or location manager makes when a project gets a green light. We often help the production find their production office and locations. We work with producers to secure locations, issuing permission for council owned property and on street filming. We monitor filming activity, and collect data so that best practice can be identified. We have a primary role in ensuring that a council’s interests are protected. We will carefully assess each film enquiry and consult widely with all stakeholders before setting terms and conditions for each filming event. We have contractual ‘co-marketing’ commitments with clients to drive filming in their areas.

We are looking for a superstar Marketing Manager to join our team, based in our offices in London SE1.

#### **About the role:**

The Marketing Manager has primary accountability for delivering sufficient sales-ready leads into both businesses for them to hit their revenue targets. You will do this by developing the marketing, branding and digital strategies with the Board, ensuring both clarity and alignment of new business and existing business development strategies. You will formulate a set of lead KPIs that give the Board sufficient comfort around the future outcome of all marketing activities undertaken.

Specifically you will:

* Own and share a clear view of the personas with their associated SPIN we’re targeting/ account-developing with our suite of products and services.
* Own and collaboratively develop with the rest of the organisation on an ongoing basis a broad range of creative assets that fulfil the needs and wants of our target personas. This is to move future fans through the pipeline.
* Continually optimise, test and challenge the channels we use to deliver the creative assets to our target personas to maximise their engagement and movement through the pipeline (using Traction methodologies).
* Define the companies as the leading brands within the industry, maximising all opportunities via our 360-Customer Strategy.
* Line manage and coordinate all relevant internal and external resources. Initially all support resources will be outsourced. Business case justified recommendations for internal team members (vs. outsourced) will be made at the relevant time in line with budgets.
* Bring a wealth of experience to your marketing technology accountabilities:
  + Develop and maintain a clear view of the latest available marketing technologies (for each of the inbound/ outbound channels used at that time) and whether/ how they are relevant to our marketing strategy
  + Strategy and decision-making on marketing technology platform options (eg. Inbound Marketing Platform, CRM)
  + Strategy and decision-making on marketing technology services and integrations into platforms chosen (eg. BuzzSumo, Brandwatch, Majestic, Moz,SEM Rush etc.)
  + Redevelopment our website to support our value-based pipeline strategy
  + Evaluation and recommendations of technology platforms to support a highly targeted inbound strategy
  + Ownership and execution of all CMS-driven content, features and functionality
  + Creation, maintenance and alignment of all CTAs and landing pages for all campaigns
  + Ensure onsite SEO is optimised and continually evolves with technical changes (ensure all best practice plug-ins like Yoast are being used)

You will report in to the joint-CEO of FilmFixer and Apply4.

**Personal Characteristics:**

The Marketing Manager is in charge of lead generation for both businesses, working very closely with the UK, US and RoW sales leaders. The UK and RoW sales leaders are also the CEO and Chairperson of the businesses respectively, so you need a level of confidence in your ability to build and run an amazing marketing machine to enable them to achieve their revenue targets.

To be clear; fluffy wishy-washy ‘ideas’ are not for us. We’re all about solid decisions that are capable of being executed for results.

You will ensure that the board constantly has a clear view of the status of the pipelines and underpinning campaign activities for both businesses, and the clear metrics and KPIs put in place to measure the ideal weighting of leads at the different pipeline stages. We are a small team, with limited resources, therefore an ability to work with other heads to identify the optimal way of achieving targets is vital. We are looking for a Marketing Manager who is committed and dedicated, able to set-up a targeted persona pool workflow one moment and spin-up the perfect creative SPIN asset the next.

Our preferred candidate will be obsessed with marketing technicalities whilst maintaining a clear-eyed view of our global objective of creating fanatical fans for what we do. We want you to scare us in a good way. In return there will be no limit to where your career could develop globally, or in terms of seniority.

#### **The job will additionally have the following accountabilities:**

* Strategy, decision-making, tactics and implementation of:
  + All Outbound and Inbound Channels (as relevant within the current channel mix) ensuring all activity is mapped to persona SPIN.
    - After decisions have been made on the structure of the above, develop and engage the business in the campaign strategy that delivers creative assets, via vehicles & channels over time to the relevant persona SPINs. Ensure this aligns with sales target focus
    - Ensure clear understanding personally, and across the business, about how the campaigns drive either new business or existing business targets
* Gather insights from competitor analysis, collaborating with the Board on the impact on business strategy where relevant.
* Capture and monitor all contractual marketing commitments in place with our customers, ensuring all commitments are fulfilled, maximising the return on investment of our costs.
* Ensure superb, engaging written content is SPIN aligned, delivering value in advance of transactions
* Create channel/ distribution/ partnership strategies and then relationships in the UK, Europe and globally (with Chair and CEO)
* Establish new networking relationships (e.g. Partnerships; JVs; new channel distributors, trade associations), maximising referrals into the organisation
* Produce sales collateral, FAQ sheets, spec sheets, brochures and other pipeline assets required by sales, not part of your marketing funnel campaigns and workflows
* Formulation, maintenance and regular production & circulation of sufficient planning documentation (eg. Marketing Strategy Planners, campaign planners etc.) to ensure the accountable, responsible or consulted members of the business are able to contribute to the marketing planning process in the best way possible
* Formulation, maintenance and regular production & circulation of sufficient reporting to ensure the accountable members of the business are able to make the best timely decisions possible.
* All customer focused activity including marketing support for account development plans, case studies, NPS surveys, customer conferences etc.
* Developing Corporate Social Responsibility strategy (with Board)
* Lead any rebranding initiatives
* All marketing ‘hygiene’ aspects:
  + Target contact detail sourcing whilst maintaining GDPR compliance
  + Marketing pipeline CRM maintenance
  + Regular email newsletter inc. database cleansing based on preferences
  + Customer focused promotional emails/ e-shots as relevant
  + Ensure Company-wide Branding execution and control

#### **Essential Experience:**

* Experience managing and leading large teams of highly creative and challenging people (internally and externally, both line reporting and in matrix/ peer relationships)
* A love of systems and a natural curiosity that drives your learning and exploration of ‘better’. You must be absolutely confident with any technology you need to turn your head to and own all aspects of implementation, execution and optimisation. If you have any experience with permit systems, locations libraries or SaaS platforms, please note them in your application.
* Demonstrable (flashing-red-beacon-level) experience in making marketing and sales a metrics-driven creative machine that drops sales-ready leads into the business sufficient for the revenue targets.
* The strength to manage diverse internal and external stakeholders – directly or through outsourced teams - which must translate into increasingly efficient marketing operations, clearly increasing return on marketing £ investment and most importantly customer delight.
* Experience of our industries is desirable but not critical. We know that the Marketing Manager we want - the one that scares their friends with their completer-finisher analytical accuracy and drive for brilliance – is chameleon-like in their adaptation to the industry they are focusing on.
* The SaaS aspect is desirable, but we understand if you’ve not had the opportunity to do this so far in your career.

**Are you the right sort of person?**

We are looking for someone who has the above skills to do the job, but perhaps more importantly, we are looking for someone who has the right attitude and who shares our mission to making filming and events easier to arrange.

**You will:**

* Be a proactive communicator.
* Have the ability to communicate without jargon.
* Instinctively look to always help those around you.
* Be a confident facilitator, able to lead a group without ego or personal bias.
* Be an unblocker, with the ability to identify problems and find creative ways to solve them.
* Enjoy variety and have the ability to switch tasks.
* Always striving to make our processes, services and products better.
* Love simplicity.
* Have an eagerness to learn.
* Believe in the importance of standardisation.
* Have the ability to understand the requirements of our clients.
* Have the ability to work under pressure, with attention to detail.
* Have the ability to work both independently and as part of a team.
* Have the ability to successfully delegate whilst diving in and getting your hands dirty on a regular basis.
* Be naturally honest and dependable.

**How To Apply:**

Please email your CV and salary expectations to jobs@filmfixer.co.uk Recruitment agencies – please don’t contact us.