



## JOB DESCRIPTION

# OC GROUP - SENIOR MARKETING EXECUTIVE

### We Are OC Group

The OC Group brings together global marketing entertainment specialists to stand independently and push forward collaboratively across our industry.

Our agencies, [OC](#) and [Zero Degrees West](#), offer genuine 360-degree creative solutions with a global reach, collectively delivering engaging results to help keep the world entertained.

Our mission is simple: **We help brands entertain.**

### Are You For OC Group?

Just like the ever-evolving industry we support, our full-service agencies are constantly growing and adapting. This fluidity allows us to shift and thrive, delivering the most effective creative and communications for brands that live to entertain - no matter which touchpoint or stage of the journey.

With this growth comes a need for more amazing talent to help us shout about what we do for our clients such as Sony Pictures, Warner Bros, YouTube, Netflix, Lionsgate, Disney, BritBox and BBC amongst others - especially talent with the marketing know-how, strategic insight and flair for communication that can only come from being an experienced Marketing Executive, nurtured in the creative agency sector.

Understanding agencies, what we deliver for clients and helping us market ourselves, whilst having a focussed, fast-paced work ethic that our sector expects will be the recipe for success at OC Group. A love and understanding of the entertainment industry would be a great bonus.

Are you the latest magic ingredient for our team?

### Responsibilities/Skills

- Reporting to the Commercial Director to help develop and deliver rolling activity for marketing OC and Zero Degrees West both internally and externally
- Support CD in developing quarterly & annual marketing plans
- Managing and creating content for the agencies social media channels ensuring they are regularly updated and populated (inc. LinkedIn)
- Keep abreast of social media activity across our client partner accounts
- Manage the agency websites ensuring they are updated with current work and case studies
- Help develop regular thought leadership content along with the CD and Creative Strategist
- Write and distribute press releases for our work across relevant trade media
- Have experience of and show examples of writing content at a strong level
- Work closely with the agencies creative teams to produce marketing collateral
- Stay up to date with all industry/relevant awards events and manage all entries



- Tracking competitor landscape and activity
- Helping nurture internal agency culture
- Work with the CD to create and refresh collateral to support business development activity
- Remain proactive around ideas and opportunities to continually raise awareness and profile of the agencies
- Ensure results and feedback from all activity is monitored and reported, ensuring marketing is consistently effective
- Confidence to present and explain ideas to colleagues and senior management
- The ability to work methodically, meet deadlines and stay within budget
- The ability to balance work on several projects at a time
- Confidence in managing upwards and liaising at board level
- Knowledge of creating decks and presentations in PowerPoint and Google Docs
- Experience in helping market agencies highly desirable
- Entertainment industry experience (film theatrical and/or home entertainment) an advantage
- A genuine passion for movies (a love of TV, gaming and popular culture a bonus)
- Staying up-to-date with industry and consumer trends

#### **Bonus Skills (these would be great, but not a deal breaker)**

- Contacts across trade media and events
- Proven effectiveness whilst working remotely
- Developing an agency voice across social media (LinkedIn essential)

If you can bring the above, we can bring a competitive package, growth opportunities, flexible working, birthday days off, great clients, exciting work and a fun, social & dynamic team.