



wildbear
entertainment

HEAD OF MARKETING (Digital Content Platform)

LOCATION : Canberra, Australia

TYPE : Permanent Full Time

▶ Role Overview

WildBear is an integrated factual entertainment company working across television, theatrical, corporate, educational and government communications. We are seeking a Marketing Manager to work as part of a new and exciting direct to consumer digital content team within the WildBear group, based in our Canberra CBD office.

The successful candidate will bring skills and industry experience in marketing and a flexibility to apply these in a digital media setting. They will be a highly motivated go getter who is excited to be part of a small team working to launch and grow the new business area. Working in our creative culture, their skills and expertise will be encouraged to grow, providing opportunities in our fast growing company.

The Head of Marketing will work directly to the Channel Manager and will also report into the WildBear group CEO and COO.

The successful applicant will be required to start in February 2022.

KEY RESPONSIBILITIES

- Organise all marketing initiatives and streams of customer engagement
- Stakeholder and partnership relationship management
- Develop and implement subscriber acquisition and retention strategies
- Ownership across the marketing budget and KPI setting to ensure positive ROI across marketing initiatives
- Manage multiple digital channels including CRM, SEM, SEO and Paid Social
- Oversee campaigns and ensure promotional calendar activities are delivered on time
- Further develop consumer segmentation and deliver targeted activity based on subscriber behaviour
- Optimising conversion rates across all marketing channels
- Manage relationships with platform and developers to implement site updates and improve functionality to optimise subscriber experience and conversion rate
- Collaborate with partners and customers for communications opportunities
- Identify and engage brand ambassadors and influencers who can assist with rapid subscriber growth.
- Organise and oversee events

Requirements:

- Excellent communication and planning skills with a strong understanding of the technical foundations of digital media.
- Proven Marketing experience with demonstrable key achievements
- Tertiary qualifications in marketing or similar with experience in digital marketing
- Understanding of social platforms and best practice in SEO/ SEM
- Experience in developing multi-channel CRM campaigns to drive engagement and subscriber retention
- Strong analytical skills to drive increased customer understanding and continuous growth in ROI through segmentation
- Ability to communicate well with stakeholders and external parties
- Ability to leverage key performance metrics and data to provide insights and facilitate strategic business recommendations
- A minimum of 5 years experience in a similar role

Applications for this role
should be sent to

employment@wildbear.tv

The contact person for enquiries
is Harriet Pike on

02 6210 1400 or 0415 509 514

Applications should be emailed
with the subject line referencing

"Head of Marketing 2022"

Applications close
Wednesday 12 January
2022

Only shortlisted applicants will be contacted

