



Job Description

Job Title:	Director, Marketing
Department:	Marketing
Location:	Toronto/New York
Reporting to:	Chief Executive Officer

About Us:

Anthem Entertainment is a content and services company comprised of four major divisions: music publishing, recorded music, production music, and film and television services. We support artists, create content, and provide entertainment services around the world. As technology and entertainment evolve, we work hard to create and maximize opportunities for our talent and our clients. Our unique approach combines an intense focus on creativity, agility, and entrepreneurialism, with the scale of a global platform. Anthem Entertainment operates in New York, Los Angeles, London, Nashville, Belfast, and Toronto.

Anthem Records is an iconic record label founded in 1977, with a rich history of artists including the legendary band, Rush. With offices in Toronto and Nashville, the label has evolved to include a diverse roster of artists across multiple genres such as Big Wreck, Jose Feliciano, Haley Reinhart, Kalsey Kulyk and Austin Jenckes. Anthem Records provides a broad range of services to its roster including A&R, product development, marketing, sync & licensing, YouTube monetization and social media strategy.

About the Role:

The Director, Marketing oversees all aspects of marketing strategy and execution for Anthem Entertainment, working directly with our internal stakeholders, artists, managers, and partners to develop campaigns for audience growth and consumption. This person will work with Publishing, Sync and Production teams to create opportunities that converge all areas of the company to promote our artists and music. In this role you will develop short- and long-term brand partnership strategies to earn our roster additional revenue and marketing streams. This position covers frontline products and catalog marketing

Key Responsibilities:

Work collaboratively with internal and external stakeholders to support the build of artist brand identity and brand guidelines

- Develop and executive release strategy for each artist's project including timelines, content, streaming strategy, and advertising strategy to grow audience and consumption; consult with Promotion and Publicity on rollout plans to maximize opportunities and exposure
- Quarterback the execution of artist assets including bios, photo shoots, video shoots, lyric videos, website, DSP, and social media account set up and updates; work with various internal and external stakeholders to ensure assets are in line with artist brand guidelines
- Project manage the creation of all marketing materials including album graphics, single graphics, logos, social graphics, artist website re-skins, radio, print, on-line and OOH advertising creative, and other similar creative for artists as assigned
- Plan and execute single and album marketing plans including reporting and analytics on ROI, providing recommendations for optimization based on data
- Create content and digital assets that compliment and elevate the overall marketing strategy for each artist on paid and non-paid social channels, including Facebook, Instagram, Twitter, Snapchat, YouTube, and Pinterest
- Develop and maintain relationships with the media, partners, DSPs, and other industry professionals
- Present long lead label priorities to DSPs on a quarterly basis as well as regularly liaison on daily activities and priority releases and timelines
- Create, negotiate, and execute all paid advertising (print, radio, OOH, digital, etc.)
- Manage promotion and publicity vendors
- Create marketing budgets and track spends across multiple projects
- Oversee the marketing intern and social media team(s)
- Continue to develop, pitch, and execute artist and corporate sponsorships
- Tour marketing and merch opportunities for our developing and catalogue artists
- Work with management, promoters, and agents to promote our artists and music while they are on the road.
- Working with outside consultant agency on grant marketing plans to ensure we maximize all available opportunities for our label roster
- Help with marketing on José Feliciano and catalogue artists
- International marketing for our label clients
- Ad-hoc projects and tasks as required

Qualifications, Experience and Skills:

- University degree, college diploma, or relevant related experience
- 3-5 years of previous experience at a label or distributor and good knowledge of the entertainment industry preferred
- Adept at working in a fast paced, ever-changing environment, with the ability to be nimble and perform multiple tasks simultaneously in a timely manner
- Working knowledge of radio and media landscape

- Good understanding of the various social platforms, their various features and how to grow audience and engagement across each platform
- An understanding of how the different DSPs work, what each of their needs are and how best to maximize support an asset
- A self-starter who works well both independently and collaboratively as part of a team
- Relationships with Nashville-based managers, agents, and media an asset
- Outstanding communication skills (both written and verbal)
- Excellent working knowledge of Microsoft Office suite (Outlook, Excel, Word, etc.)
- Good systems knowledge
- Ability to adapt and change as needed

*** At Anthem Entertainment, we recognize that our people are our strength, and the diverse talents they bring to our global workforce are directly linked to our success. We are an equal opportunity employer and place a high value on maintaining a diverse and inclusive workplace. We do not discriminate on the basis of any protected attribute and encourage all qualified candidates to apply, regardless of race, religion, creed, color, national origin, gender, sexual orientation, gender identity, gender expression, age, marital or veteran status, pregnancy or disability, or any other basis protected under applicable law.*

Interested candidates should send their resume to
[**careers@anthementertainment.com**](mailto:careers@anthementertainment.com)

Check out all of Anthem's open positions by visiting [**www.anthementertainment.com**](http://www.anthementertainment.com)