

Marketing Executive

Manchester, UK, Full-time

Flipbook are looking for a marketing executive to join their growing team in Manchester. Our city centre studio is expanding due to new client wins across TV drama, Advertising, Video Games and Digital markets.

Flipbook are currently looking to recruit a marketing graduate/executive who is creative, flexible and passionate about animation and VFX for broadcast, games and advertising productions. Flipbook are a multi-award winning studio producing a diverse array of visual content across multiple platforms. Clients include the BBC, ITV Studios, King, WCRS, M&C Saatchi, McCann, Microsoft, Sega, Sony, Vodafone and Diesel. We're looking for someone who can integrate well with the tight nit team here at Flipbook and who isn't afraid of putting forward creative ideas or solutions.

The role involves managing all advertising and promotional activities for the company, as well as taking control of the organic and paid acquisition channels. This role will involve a range of tasks - including content creation, advertising campaigns, social media and events. You'll need to have some marketing experience under your belt, as you will be given a number of big responsibilities - including overseeing the marketing budget, managing the creative development of materials, analysing the performance of channels and reporting back to the rest of the team.

This is a full-time position in our Manchester city centre studio, please do not apply if you're not prepared or able to work in Manchester UK.

Responsibilities/Tasks

In this Marketing Executive graduate job, your responsibilities will include:

- Researching marketing trends, competitor analysis and demographics
- Strategising marketing goals in regard to the company's objective and market forecasts
- Creating marketing plans for all media channels
- Taking control of all advertising activities
- Overseeing the creative development of promotional materials, website content and marketing projects
- Building and maintaining relationships with key industry organisations, agencies and vendors, including business development support.
- Overseeing the marketing budget and investing funds smartly
- Taking responsibility for brand management and corporate identity

Position Requirements

- A good degree in marketing from a reputable University
- Up to 1 years' experience working in an agency as a Marketeer
- Someone who is comfortable working independently without too much supervision
- Exceptional communication skills, both written and verbal
- Great taste for aesthetics with great copywriting skills
- An organised and methodical approach to work
- Someone who is happy working with analytics data and providing analysis
- Someone who is prepared to travel
- A passion for film, animation or video games would be a big plus!

What we offer:

- Fantastic, vibrant and creative work atmosphere with a highly experienced production team.

- Excellent creative studio in Manchester city centre with state of the art equipment, facilities and software.
- Collaborative and inclusive culture – real opportunity to work across multiple areas and grow.
- Regular team socials
- Competitive salary
- Company pension scheme.

To apply please send your CV and latest reel to jobs@flipbookstudio.co.uk