



**SONY  
PICTURES**  
**RELEASING**

Sony Pictures is a leading global entertainment company operating in over 67 countries worldwide. The UK Theatrical Marketing team are responsible for the planning, development and implementation of the marketing campaigns for Sony Pictures Films including blockbusters such as Casino Royale, The Da Vinci Code, Spider-Man, Open Season and The Pursuit of Happyness.

Based in central London, they are now looking to strengthen the team with the creation of two exciting new roles:

## Digital Media Manager

£competitive package

Created to develop and implement digital marketing campaigns, the Digital Media Manager role will cover both on-line and wireless activity.

More specifically this will include:

- Developing the Digital marketing campaign with the Marketing Director
- Briefing appropriate on-line agencies accordingly
- Working with the digital teams in LA during the development of UK activity
- Coordinating with the European Wireless team ensuring the interests of UK Theatrical are being catered for during campaign development
- Developing on-line publicity & promotional initiatives

In order to be considered for this unique opportunity, you'll be a 3-5 year experienced digital marketer preferably with experience within film/entertainment. This is a highly proactive role, so a proven track record of innovation and creating new initiatives would be advantageous.

## Exhibitor Relations Coordinator

£competitive package

Working across the Marketing and Sales teams to develop marketing support activity, you'll be the interface between Sony Pictures Films and the exhibitors.

Some of your duties will include:

- Design, development & overseeing the production of Cinema Marketing Campaign guides
- Developing promotional programmes to support releases in conjunction with the Promotions Manager
- Liaising with the LA Exhibitor Relations team in addressing any requests
- Assisting in the trafficking, collation, development & distribution of in-cinema materials

The ideal candidate for this rare opportunity will be a bright and enthusiastic individual with at least 2 years solid marketing related experience, either from an exhibitor or a trade marketing style role from retail.

To apply for either of these roles, please submit a full CV and covering letter, including your current remuneration package, to our advising consultant, Dominic Warman, by emailing [dominic@handle.co.uk](mailto:dominic@handle.co.uk) 0207 569 9999.

# handle

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