



SALARIED CAREER OPPORTUNITY

Employment Posting Number – [MCSM-180917](#)

Position Title: Manager, Creative Services & Marketing	Application deadline: September 17, 2018
Reports to: Director, Creative Services & Marketing	Location: Toronto Cinema Support Centre
Employment Status: Full-time salaried	Application type: Cover letter & resume

COMPANY OVERVIEW:

Landmark Cinemas is Canada's second largest exhibitor, operating 45 locations with 317 screens throughout BC, Alberta, Saskatchewan, Manitoba, Ontario and the Yukon Territory in multiple formats that include Premium Large Format (PLF) brands (IMAX®, Extra, Xtreme), and RealD 3D technology, and in select locations in the premium comfort of Full-Recliner Seating and with the added convenience of FREE Reserved Seating. In 2017, Landmark Cinemas was acquired by Kinopolis Group, a European Cinema operator headquartered in Belgium. Kinopolis is a publicly traded firm with a long-term investment strategy for the cinema business.

We are connected to the communities we serve, and our Cast and Crew are proud to support Kids Help Phone. As a National Sponsor of the Walk So Kids Can Talk, through promotional support and fundraising initiatives in our theatres, we are committed to support the mental health and well-being of both our youth Guests and Cast & Crew.

POSITION LOCATION: Toronto Cinema Support Centre (Sheppard Avenue East at Yonge St.)

POSITION OVERVIEW: Working within Landmark Cinemas' marketing department, the Manager, Creative Services & Marketing is responsible for the development, and/or versioning and execution of consumer marketing initiatives to support the implementation of Landmark's 52-Week Box Office and Concession Sales calendars. Works directly with the Director, Creative Services & Marketing, cross-functionally within the marketing department, across the organization and with external partners and suppliers to ensure that all campaigns are on-strategy, on-brand and executed to prescribed timelines to successfully achieve company's annual EBITDA budget.

JOB DUTIES & RESPONSIBILITIES:

- Content Creation
 - Leads or assists in the development and execution of marketing sales concepts across all platform – Broadcast, digital, social, OOH, print - in support of:
 - 52 Week Box Office Sales and Concession Calendar
 - Studio Relations – Advertising Creative, Advance Tickets, Promotional Campaigns
 - Alternative Content – Advertising Creative, Promotional Campaigns
- Content Management
 - Leads or assists in the trafficking and execution of all paid or owned campaigns across all platforms – broadcast, digital, social, OOH, print, in-theatre - in support of:
 - 52 Week Box Office Sales and Concession Calendar
 - Studio Relations
 - Alternative Content
 - Advance Tickets Campaigns
 - Leads or assists in the development of materials in support of cross-functional initiatives
 - Responsible for updating and maintaining film and trailer databases
 - Monitor Systems on/off hours



for **MOVIE LOVERS**

- Leads or participates in the development, execution and evaluation of all marketing initiatives and projects working cross-functionally across the marketing department
- Works with internal departments/partners and project leads to ensure briefs/messages/content and executions are on-strategy and on-brand
- Leads or assists in executing programs/promotions with studio partners
- Assist in executing short and long-term social engagements ensuring efforts are on-strategy
- Assist in the trafficking and reporting of various programs and executions

REQUIREMENTS:

- Strong skills and experience using a Mac; Windows experience a definite asset
- Strong skills using Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, After Effects)
- Comfort and skill using Microsoft Office (Word, Excel, PowerPoint)
- Strong skills in video editing/production/conversion as well as designing/creating motion graphics
- Intermediate understanding and ability using HTML and working in a CMS
- Comfort using project management tools such as Asana, Dropbox, Paper, Slack, WeTransfer and Monday
- Engaged in finding solutions and efficiencies
- Thrives in a fast paced, results orientated work environment
- Comfortable in providing/presenting recommendations/advice in areas of expertise

This position is not eligible for relocation assistance.

ONLY QUALIFIED APPLICANTS WILL BE CONTACTED

Please quote employment posting number [MCSM-180917](#)

Email: careers@landmarkcinemas.com