



Marketing Manager

ABOUT US:

Founded in late 2012 and based out of Glasgow, Scotland and operating in the UK and France – Anime Limited brings a fresh approach to distributing the best in anime direct from Japan.

We're passionate about building on existing ways as well as finding new ones for fans to watch Japanese animation. Our passion area has always been anime on the big screen (most recently films like **Your Name**, **A Silent Voice** and **Sword Art Online Ordinal Scale**), with a new and exciting slate to follow.

Anime Limited also prides itself in releasing beautifully packaged collector's editions and trying new ways to reach fans digitally. We remain committed to offering a wide range of experiences for European audiences.

SUMMARY

Over the past year, Anime Limited has built up a strong theatrical slate of Japanese animated works including **Your Name** (over £500,000 gross at the box office) and **A Silent Voice** (over £130,000 at the box office) so is now looking for a Marketing Manager to help us build even further along with developing the marketing for our physical products. The successful applicant will be taking on a broad range of tasks including planning full theatrical campaigns with set budgets, attendance at the largest trade shows for the market (MCM Comic Con) and developing email campaigns for the company.

This post will be based in our Glasgow office and responsible for a range of support tasks with room for growth. You will be answering to the CEO on a daily basis and will coordinate our marketing team to achieve any goals laid out.

PRINCIPAL DUTIES MAY INCLUDE (BUT NOT LIMITED TO):

- **Managing the marketing team on a day-to-day basis** to achieve our core goals and coordinate workloads.
- **Build on our existing theatrical strategy** – working with the CEO to establish P&A spends then executing the strategy from end to end. This includes planning advertising spend, any interactive events to promote the films and guest coordination.
- **Email campaign management** – Developing our email campaigns for our e-commerce site and general promotions along with the marketing.
- **Building strategies for home video promotion** – Plan and execute marketing plans for home video products.



- **Planning, attendance and promotion** of events that Anime Limited attend – the largest of which being MCM Comic Con bi-annually in London.
- **Guest promotion** – Management of guest schedules during their visit and planning press promotion around that.

MAIN SUPERVISOR: CEO

MINIMUM ABILITY, SKILL AND KNOWLEDGE REQUIREMENTS

REQUIRED:

- Ability to work legally in the United Kingdom
- Ability to speak, read, and write effectively in English.
- Ability to communicate and interact professionally with staff internally and externally with clients and customers
- Problem solving skills
- Ability to pay strong attention to detail
- Ability to manage time effectively and meet deadlines
- Understanding and proficiency in the following software packages:
 - Mac OSX
 - Microsoft Word
 - Microsoft Excel
 - Microsoft Powerpoint
 - Social media management software (i.e. Hootsuite)
 - Email campaign software (i.e. Mailchimp)

STRONGLY SUGGESTED:

- Demonstrable experience and understanding in at least one of the below:
 - Project management
 - Event management
 - Theatrical promotion
- Previous experience running attendance at trade shows with demonstratable results
- Previous experience marketing consumer products, ideally within a related area of entertainment
- Experience of implementing theatrical campaigns in some capacity ideally
- Understanding of P&Ls for building campaigns for products.
- Knowledge of Basecamp or related project management software.
- Ability to prioritize and balance multiple projects simultaneously

USEFUL:

- Basic understanding of Photoshop
- Basic knowledge / interest in Japanese culture
- Proficiency in either French and/or Japanese



- Knowledge of anime, manga and videogames
- Ability to work effectively in a startup environment with an emphasis on teamwork

MINIMUM PREVIOUS EXPERIENCE, TRAINING, AND EDUCATION

3-4 years experience in marketing or demonstrable success equivalent to that, degree in marketing a plus but not required.

Demonstrated previous success on in related areas to job description with quantifiable results.

Sufficient experience via portfolio or degree for the role described.

SALARY & BENEFITS:

Salary expected in the range of £28,000 - £32,000 depending on experience. Role comes with pension contributions above the national legal levels required.

SUPERVISORY RESPONSIBILITIES

You will be required to supervise general marketing activities in a team of three including yourself.

WORKING ENVIRONMENT/MINIMUM PHYSICAL REQUIREMENTS

Approximately 90% of time spent on the job involves use of a video display terminal; therefore, successful applicant must be able to sit for extended periods and to utilize standard ergonomics practices.

While the primary place of work is in an office environment, employees **MUST** be able to travel both domestically and internationally as needed.

As part of a multi-media entertainment company with a focus on Japanese animation, employees may be subjected to work-related images including content such as: sexually explicit images, nudity, and graphic violence. Employees should be willing to work with this type of content. Anime Limited does not condone the viewing of this content where not work-related. That got your attention, didn't it?

Employees will be subject to private information on a day-to-day basis that should be treated strictly and confidentially. As a result, the successful applicant will be required to sign a non-disclosure agreement on acceptance of the job.

APPLYING

Please send your CVs to jobs@alltheanime.com including both your CV and a covering letter. We'll let you know whether you've made the grade by **June 24th**. No agencies please.