

POSITION DESCRIPTION

HEAD OF MARKETING

mana.

Job Type: Full Time, Remote, APAC & EU Time Zone

OVERVIEW

Mana Sports and Entertainment Group (Mana Group) is seeking a Head of Marketing to lead the development, execution, and management of integrated marketing and growth programs. The primary goal of this role is to achieve the company's top-line objectives by implementing data-driven and effective digital marketing strategies to grow, scale and build a strong brand for Mana Group and our clients. The selected candidate will oversee the marketing department, which includes brand marketing, go-to-market strategies, social media, talent relations, paid media, events, and audience development/analytics.

Our marketing team is expanding rapidly, and this is an incredible opportunity for a leader who loves to grow and scale nimble and dynamic teams while pushing the boundaries of sports, entertainment, and engagement. As a Head of Marketing, you have the chance to be both hands-on and operate at the strategy level, working closely with the CEO and other senior leaders to shape the direction of our company.

WHO WE ARE

Mana is a growing global sports and entertainment management agency that is on a mission to deliver the best in sports and entertainment management built on boldness, authority and pride. We bring together the sports and entertainment worlds to create unforgettable experiences for fans and clients alike. Our team is made up of innovators, creatives, and doers who are dedicated to pushing the boundaries of what's possible. By working closely with our clients, we can create truly transformative experiences that captivate audiences and drive results.

Our business is organized into three key areas: events, media, and talent. In events, we specialize in creating unique and immersive experiences that engage fans and leave lasting impressions. We create and manage pro sports teams and leagues, and deliver unique world-class events and programs in Europe, Asia, Africa and Oceania. We have a deep understanding of what it takes to create successful programs, from the planning stages to execution, and we're committed to bringing our client's visions to life.

In media, we provide comprehensive rights consulting and development, production, and content services. We help clients maximize their revenue and exposure by developing and executing winning strategies that leverage the power of media. Whether it's securing broadcast rights, creating engaging content, or developing sponsorship packages, we work closely with our clients to achieve their goals.

Finally, in talent, we offer top-tier talent management services to athletes, entertainers, and media personalities. Our agents work tirelessly to help our clients achieve their goals, whether that's securing endorsements, negotiating contracts, or developing their personal brand. We understand that every client is unique, and we tailor our approach to meet their specific needs and goals.

WHAT YOU'LL DO

Marketing at Mana Group includes brand marketing, content marketing, social media, digital, events, and analytics. The Head of Marketing would bring all the functions under one cohesive strategy and lead a small team to execute end to end marketing program under Mana Group and our client's accounts.

For Mana Group:

- Provide input into business planning, organizational strategy, and strategic decision-making in collaboration with executives.
- Develop quarterly and annual marketing goals and build strategies to achieve company priorities, including brand awareness and audience growth across all digital channels.
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- Ensure consistent brand messaging across all channels and marketing efforts.
- Identify new market segments and develop creative growth strategies to expand market share.
- Prepare and manage monthly, quarterly, and annual budgets for the department.
- Recruit, manage, and mentor staff to ensure quality delivery and scale.
- Collaborate, manage relationships and contracts with other agencies and vendor partners.
- Provide strategic marketing advice to stakeholders as required.

For Our Clients:

- Lead marketing team client engagement, stakeholder management, goals setting, deliverables and quality assurance.
- Use strong analytical skills to scale digital channels and evaluate end-to-end audience experience across multiple touchpoints for our clients.
- Manage team and resources needed to develop and execute strategies for clients, from brand marketing, and go-to-market to social media.
- Develop and manage the marketing budget for each client account.
- Provide strategic marketing consulting services as required.
- Current key accounts include Pho3nix Foundation, Bahrain Victorious and MX Endurance.

WHO YOU ARE

- 9+ years of marketing experience, a strong preference for digital media and sports.
- Experience leading and managing a team and developing talent.
- Highly creative with experience building seamless cross-platform digital campaigns that engage, inform, and motivate a targeted audience.
- Experience developing and managing successful marketing campaigns from ideation to execution.
- Clear written and verbal communication.
- Solid knowledge of web analytics, Google Adwords, Google Analytics, BI Dashboards.
- Highly versed in social media, including Instagram, YouTube, and TikTok.
- Leadership skills with experience in balancing multiple high-priority projects at a time in a fast-paced environment.
- Analytical mind.

HOW TO APPLY

Please submit an initial expression of interest via email careers@manaseg.com including your current CV, portfolio and a compelling cover email about you - and the impact that you can make on this role and the Mana business. Initial Expressions of Interest close Thursday April 6, 2023.