



ACCOUNT MANAGEMENT & MARKETING MANAGER (Maternity Cover - Feb to Jun 2019)

Based in Hong Kong and reporting to the Vice President of Sales, International Distribution and Vice President of Account Management & Marketing, Asia Pacific, this position will be responsible for providing pre-sales and post-sales marketing and publicity support for Sony Pictures Television (SPT) Distribution activity across South East Asia, with additional overview of select activities and special projects throughout APAC.

The candidate must exhibit strong communication (both written and verbal) and interpersonal skills and be a fluent speaker of English and Chinese languages.

Responsibilities:

- Provide pre-sales support to the distribution team by creating innovative sales tools/materials which reinforce our knowledge of the competitive market.
- Provide post-sales marketing and publicity support to our clients across EST, VOD, SVOD and linear windows, including iTunes and GooglePlay, to show our continued commitment as best in class marketing team.
- Create strategic marketing and PR plans around each of our brands (franchise films, TV series, locally produced original and scripted productions, etc.) Manage all press requests and outreach as well as tracking of coverage across each market.
- Create comprehensive Go-To-Market plans of our movie titles to support EST and VOD clients.
- Create and manage detailed schedules for talent visits in order to garner maximum exposure of talent/series in the market. Work with clients' PR and promotions teams to hold press conferences, screenings and fan events as well as manage all security needs, etc.
- Work with our Hong Kong based Research team on projects related to promotions, market intel, social media monitoring, etc.
- Manage all needs around locally based trade shows, awards submissions and screenings – budgets, contracts, booth plans, collateral and all other key aspects.
- Manage external vendors for marketing collateral/premiums and all translation needs.
- Work with various SPE and Sony divisions as well as sister companies on cross-promotions and other synergistic opportunities.

Job Requirements:

- 5 - 8 years' Television/Entertainment marketing and publicity experience across traditional as well as digital media.
- The ideal candidate should understand the difference between B2B and consumer marketing.
- Must possess a strong understanding of TV ratings and analysis.
- A working knowledge of the new media landscape.
- Strong computer skills - MS Office, Excel, PowerPoint with Photoshop being a plus.
- Exceptional organizational and interpersonal skills.
- Flexible, common sense, dependability and strong attention to detail.
- Ability to multi-task and prioritize in order to meet deadlines.
- Strong communication skills (verbal and written) in the English and Chinese languages.
- Must be a self-starter with a team-player attitude.

This is a great opportunity for an experienced, motivated and responsible candidate to join an innovative environment, where your creativity and initiatives will be highly valued.

Interested candidates are invited to send your detailed CV, current and expected salary, and notice period to: hr_asia@spe.sony.com

Applications will be treated in strict confidence and information will be used for recruitment purposes only.