



Manager, Brand Marketing

Location: Los Angeles, CA

To apply please send your resume, with **email subject of Marketing Manager 2021**, to careers@telescope.tv

Job Description

Telescope is seeking a Marketing Manager, who will be an outstanding addition to our Telescope Marketing & Strategy team. You will play a fundamental role at Telescope by serving as the primary foundation of support in the creation of Telescope's varied creative marketing and strategy initiatives. This position is front-and-center in the strategy, creation, development, and execution of Telescope creative marketing. The right person for this role is someone who is energized by working in a fast-paced creative and data-driven environment and possesses a strong ability to handle multiple tasks concurrently while prioritizing and following through on vital department projects. This person should have a robust attention to detail and the ability to analyze and interpret data to derive insights.

Skills & Requirements

Job Responsibilities

- Answer to the VP of Strategy & Creative Services in the development of Telescope's marketing plans - including project management, campaign archiving, data analysis, tracking key department goals and much more.
- Compile and prepare creative material for presentations and decks
- Build and maintain essential team documents and assets, including campaign archives, email marketing, data analysis decks and department best-practices guidelines.
- Work with cross-functional teams across Sales, Operations and Marketing to develop campaigns that help all teams reach business goals and ensure timelines are met.
- Will be metric driven and can draw insight from complex marketing data.
- Create and implement the overall brand marketing strategy, as well as the marketing strategy for individual product releases & client campaign launches
- Create and implement marketing plans around sales sponsorships
- Measure and evaluate paid media, organic social media, email marketing, etc. to quantify rollout success
- Undertake continuous analysis of competitive environment and cultural trends
- Collect and utilize customer insights to drive strategic decision making
- Confidently frame decisions and contribute a strong point
- Lead email campaign creation, scheduling, and deployment. Execution includes working with external vendors related to CRM, consumer marketing, and database management.
- Maintain brand consistency, utilize modern design templates optimized for conversion, and develop a strategy for keeping content fresh and dynamic.

Required Experience

- 4+ years of marketing experience preferably in brand, technology or advertising
- BA (in Marketing, Branding, Data Analytics, Communications, or related area preferred)



- Excellent project & time management with out of this world organization skills
- Proficiency in sensitive asset management, distribution, and tracking
- A passion for ownership and seeing a project to completion
- Comprehensive note taking ability and follow through
- Detail oriented with strong ability in written and verbal communication
- Outstanding skills with Adobe and Microsoft Suites (Excel, Outlook, Word, PowerPoint)
- Experience and awareness of the social media platforms and functionality
- Positive attitude with the ability and desire to collaborate with people at all management levels, to strengthen cross-team relationships, and champion Telescope's business goals
- Copywriting, email marketing & data analysis experience
- Must possess a strong knowledge of the interactive and social media space
- Expert knowledge of email & social media marketing best practices, including CRM.
- Experience with web analytics (Google Analytics, Omniture or similar), ESPs (Constant Contact, Mail Chimp, Woodpecker, etc.), project management tools (Trello, JIRA)

Personal Attributes

- A passion for creative problem solving
- Attack every single day with a 'can do' attitude and a hunger to continuously improve
- Dedicated, motivated and enthusiastic
- Ability to react quickly and on own initiative
- Creative thinker with the ability to focus on details
- Ability to try multiple approaches to solve business and design challenges
- Team player that clearly understands and accomplishes objectives
- Work well under pressure, juggling multiple projects and deadlines
- Passion for, and knowledge of, interactive technology platforms, social, and livestreaming
- As we scale, demonstrated ability managing global multi-agency relationships, and continually work to evolve the most efficient use of the agency network
- Entrepreneurial leader who proactively seeks out and pitches new opportunities

Perks

- 16 paid days off per year
- Most national holidays paid per year
- Comprehensive medical, dental, vision insurance, and 401k match (up to 100% of 6%)
- Partially paid cell phone coverage

About Telescope

Telescope Inc. is a technology-based marketing company focused on real-time solutions to everything from high impact voting and live events, to second-screen experiences and interactive livestreams. As leaders in the online and social space, Telescope powers immersive, demanding and high-profile participation initiatives with record-breaking results. Backed by over 18 years of experience, Telescope is trusted by the world's largest media brands, social platforms, and leading Fortune 500 companies. The company recognizes clients' distinct needs and custom tailor to each brand while ensuring that they connect to their audiences in innovative ways by delivering relevant interactive content and deeply engaging social experiences. Where strategy meets technology, you will find Telescope at the forefront, leading the way in audience engagement. To learn more please visit <https://telescope.tv/>



Telescope Inc. is an equal opportunity employer which does **not** discriminate against: race, color, religion, national origin, age, sex, pregnancy, citizenship, familial status, disability, veterans, or any other protected class.

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