**Position Description**

|  |  |
| --- | --- |
| Job Title: | Main Event Marketing Manager |
| Reports to: | Head of Pay-Per-View (PPV) with dotted line into Directors of Marketing, Foxtel and Kayo |
| Division: | Content & Commercial |
| Department: | Marketing / Pay-Per-View |
| Leader Level: | Self-Leader |

|  |  |
| --- | --- |
|  | |
| **Your impact** |
| This position plays a key role in helping to establish and grow the Main Event brand for the Foxtel Group, driving growth across both Foxtel & Kayo. The Foxtel Group, housed under the Main Event brand is the only place in Australia to bring into one place, the World’s biggest UFC, every Boxing match and WWE events. This role is charged with driving revenue for the business through these add-on Pay Per View events.  This position will lead the marketing and promotional activities for the Main Event brand and how it extends to Foxtel and Kayo, to help those brands drive Pay Per View sales. This will include leading the Main Event brand strategy and the cross functional team to deliver the marketing campaigns including outdoor, on platform, off platform and a large amount of digital & social. |

|  |
| --- |
| **Your responsibilities** |
| This role would own the direct relationship and lead the cross-functional Main Event support teams for a group approach to Main Event promotions across Kayo & Foxtel.  ***Own Pay Per View: Strategy, Partnerships and Main Event Brand***   * Own External relationships; WWE, promoters, UFC etc.  Working closely with our promoters, including sourcing images and required collateral for all fights * Own Internal Group relationships across Fox Sports, Internal Public Relations and News Corp.  Working particularly with Editorial & Social teams to build awareness and increase buys for all Pay Per View events * Own creative strategy, briefing and distribution of all Main Event campaigns, including distributing to the wider marketing teams across Kayo & Foxtel * Milk more opportunities to elevate the profile of the fighters and look for key moments to leverage on all Events.   ***Own Operational Project Management***   * Liaise with internal Kayo & Foxtel Technical teams to coordinate implementation of new Pay Per View events incl. on-sale dates etc * Work with external agency for required changes to Main Event website * Lead approvals with legal team & promoter for all creative assets * With Head of Pay Per View, own the forecasting, reporting and post-campaign reporting for the group     ***Main Event Marketing and PR: Marketing & Customer across Foxtel & Kayo specifically***   * Work with Foxtel & Kayo Marketing to build awareness and increase buys for all PPV events * Coordinate & brief internal Cross Functional Teams across Foxtel & Kayo to build brand specific executions on each campaign incl. media, social, customer teams * Support the specific Kayo & Foxtel brand teams to execute the plans. * Working with relevant departments to exploit contra opportunities * Ensure the boxing content that Manager Boxing creates is deployed across all relevant platforms * Assist marketing and PR teams during any slow PPV months     ***Other***   * Perform all other reasonable duties as requested by the Company. * Comply with all FOX SPORTS Policies and Procedures, as amended from time to time * Uphold the Company’s Game Plan (organisational values) of Authentic, Team, Passionate, Respect, and Innovative. * This description may change at the discretion of the Chief Executive Officer, or his/her designate. |
|  |

|  |  |
| --- | --- |
| **Your experience and capability** | |
| **Knowledge/Qualifications/ Experience**  * At least 5-10 years’ experience in a similar role * Strong understanding of technology and application within marketing performance and acquisitions * High problem solving and decision-making ability * Tertiary qualifications highly desirable * Exceptional relationship building, stakeholder management, influencing and negotiating skills to ensure buy in to a product across all levels. * Deep understanding of metrics, trends and social products across the industry. * A business-minded approach to the commercialisation of social platforms. * Commercial focus – make decisions based on commercial outcomes * Analyses the degree of customer/client satisfaction * Experience in the entertainment industry is preferrable. Ability to demonstrate out of the box creative thinking.  **Behavioural Capabilities**  * Creative and innovative thinking. * Natural curiosity and problem-solving ability. * Question the norms, strive to improve and redefine what and how we do our work. * Put customers at the centre of everything we do * Analyses the degree of customer and/or client penetration * Keeps abreast of competitor products and services * Adaptable to change and demonstrates flexibility in work approach. | |
| **Our purpose and values** | |
| Our purpose is to bring home Australia’s most valued entertainment experience.  To help us achieve this, we have a set of values to guide how we behave and operate as a business, as a team, and as individuals:  **Customer First:** We put our customer relationships first. We think customer in every decision.  **Own It:** We take on the responsibility to bring home the best value.  **Authentic:** We give people a fair go and talk straight.  **Change the Game:** We make Foxtel different, better and special.  **Win Together:** We love being the underdog that wins. Together we are an unstoppable team. | |