



Job Description

Marketing Manager: The Path Entertainment Group



Who we are:

The Path Entertainment Group is dedicated to creating world-class experiences. We will achieve this by: Bringing first class live experience makers with world class renowned brands and IP to create dynamic and enthralling location-based entertainment. The Path Entertainment Group has a strong desire to disrupt and find strong audience base for popular culture led experiences. We are a company with people and rich skills in producing, creative development, venue and space management and design, marketing, press and comms all under one roof. UK made – internationally focused, catering for the worldwide market. We are not an immersive production house, nor tied to the linear rules of promenade or walk-through theatre. The primary aspect of our experiences that bands them together is they are always participatory, based on existing characters or trademarks and have gameplay built into the fabric of the experience, materially affecting the narrative through line and conclusion for the participant.



Job Title:	Marketing Manager
Place of Work:	London (hybrid working options can be discussed)
Hours of Work:	40 hours a week, including occasional evenings and weekends
Salary:	£35k - £40k depending on experience
Contract:	Permanent Contract
Pension:	Company Pension Scheme available
Probation:	6 months
Desired Start Date:	1 December 2021

Overview

We are seeking a strategic, creative and proactive individual, filled with ideas, energy and enthusiasm, to join a small, passionate team and be part of the next chapter of exciting growth for The Path Entertainment Group

You will plan and develop the integrated marketing campaigns across our suite of location-based entertainment experiences, including Monopoly Lifesized and with many more preparing to launch, focusing on driving brand awareness and delivering ticket sales.

Key Responsibilities

- Plan, develop and deliver The Path Entertainment Group's integrated marketing campaigns to drive sales, reach targeted audiences and support the brand's strategic objectives.
- Liaise regularly with Sales teams to track daily sales performance against income targets.
- Manage the various The Path Entertainment Group social media channels and develop content with our stakeholders to build communities and drive engagement.
- Prepare content for, and manage the user experience, across the various brands websites.
- Plan, develop and deliver communications to e-newsletter subscribers.
- Act as the main point of contact for the various projects and manage the day-to-day relationships with The Path Entertainment Group's existing partners and stakeholders.



- Prepare briefs and manage the production processes for a range of marketing activities including press adverts, digital and social advertising, outdoor, photography, video and signage.
- Provide the day-to-day management of agency relationships including media and digital buyers, PR agencies, creative agencies and other suppliers.
- Be a guardian and champion of the various brands under The Path Entertainment Group umbrella in relation to visual identity and tone of voice, as well as with external partners and third parties working with us.
- Monitor and evaluate all marketing and PR campaigns, providing reports to The Path Entertainment Group partners and investors as appropriate.
- Plan and manage budgets and expenditure for all The Path Entertainment Group's marketing, digital and PR campaigns.
- Conduct research and data analysis for future IP propositions.
- Carry out any other duties that may arise to fulfil the main objectives of the post and the aims of The Path Entertainment Group.

Person Specification

Experience & Skills

Essential

- Minimum three years' experience in a similar venue, agency or attraction-based role.
- Excellent interpersonal skills and the ability to build strong relationships with colleagues, key stakeholders and external partners.
- Experience devising and implementing integrated marketing, communications and digital campaigns.
- An eye for good design and experience of working closely and effectively with creative teams; from brief writing through to creative development and production.
- Experience of developing content for and managing a brand's social media accounts and website.
- Strong budget management experience.
- Solid IT skills and proficiency across all Microsoft programmes.
- Strong time management skills with the ability to work to tight deadlines and balance multiple priorities.
- Excellent organisational and administrative skills.
- Excellent written and verbal communication skills with a meticulous attention to detail.



Desirable

- Experience managing complex stakeholder relationships.
- Background in attraction and/or food and beverage marketing.
- Experience of conducting audience research and developing evaluation plans.
- Graphic design skills and experience using software including Illustrator, InDesign and Photoshop.

This Job Description is not an exhaustive description of your duties. You will be required to adopt a flexible approach to your role and responsibilities. From time to time, you may be required to undertake such alternative or additional duties as may be commensurate with your skills, experience and capabilities. In consultation and agreement with you, this Job Description may also be amended at any time.

Equal Opportunities

The Path Entertainment Group will not discriminate on the basis of sex, race, marital status, disability, age, part-time or fixed term contract status, sexual orientation or religion in the engagement of personnel.

How to apply

Please send your CV and covering letter to jobs@pathents.com. Please make sure you include the job position in the subject. The deadline for this position is 27th November 2021.