DCM Studios Creative Lead (Maternity Cover – approx. 9-12 months)

Department: DCM Studios / Sales

Reporting To: DCM Studios Creative Lead

Job Purpose: Generate revenue & fame for DCM and our exhibitors through the creation, sale and delivery of innovative cinema campaigns that sit with DCM Studios 3 core pillars. Content, Experiences and Partnerships.

You are: Be the BEST: Brave, Expert, Spirited, Thoughtful – the values that DCM lives by.

You have: A passion for cinema and film innovative media solutions.

You will be: Delivering new creative commercial opportunities across our estate.

We want: Your market reputation to be excellent and to create highly productive relationships both externally and internally.

We will: Provide you excellent support from a knowledgeable team.

We deliver: Competitive salaries, market leading bonus structures, flexible support and training, unlimited cinema trips and a collaborative and fun company culture that was recently recognised for Outstanding Employee Engagement by Best Companies.

Main responsibilities

- Work with the DCM Studios Team to brainstorm ideas, work through creative solutions to briefs, drive innovation through new ideas and create sales assets to sell these ideas to our customers.
- Manage flow of incoming briefs primarily from Publicis Group
- Create fame for DCM and our advertisers through the ideas that you create that could lead to industry awards.
- Manage and grow relationships with relevant commercial partners/sponsors/agencies.
- Build and manage relationships with Agency Partnerships and Planning teams to stimulate briefs.
- Identify bespoke opportunities within the cinema advertising landscape to create new and innovative opportunities for advertisers. Once agreed with DCM Studios Creative Director, ensure that any required decks and sales collateral are created.
- Proactively target brands who haven't briefed DCM, with interesting and bespoke ideas.
- Coordinate resource from relevant business units within DCM to help create the best response.
- Ensure that partnerships created are sound commercially to DCM, profitable to the business and able to be delivered successfully.
- Work closely with the DCM Studios Production team to ensure smooth campaign delivery post sale.
- Where relevant work with the Marketing team to ensure that DCM Studios campaigns are PR'd to drive fame for DCM.

Key competencies

- Significant experience of the media market (3-5 years indicative)
- Experience in creative, multi-platform sales
- A thorough understanding of the technological developments taking place across the media landscape and importantly their effect on traditional advertising
- Track record of delivering long term advertising partnerships
- The ability to effectively sell and deliver creative solutions
- Proven record of building agency contacts in planning and partnership teams. Ideally has existing media contacts.

The person

- Highly driven and motivated individual
- A confident and engaging presenter
- The ability to communicate at a senior marketing and agency planning level
- Collaborative style of working
- Creative, Open, forward-thinking and persuasive style
- A strategic thinker who understands how to create value for advertisers
- Passionate about new technology and importantly how to embrace it in order to deliver incremental revenue to the business

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About DCM

We're an equal opportunities employer and we treat all job applicants and employees in the same way, regardless of their sex, age, race, ethnic origin, sexual orientation, religion or any disability.

All decisions on recruitment, selection, training, promotion and career management will be based solely on objectives and job-related criteria.

We strive to create an inclusive and fair culture where everybody feels able to be themselves and empowered to achieve their best.

Contact Details:

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Digital Cinema Media