



BRITISH ASSOCIATION *for* SCREEN ENTERTAINMENT



Role Profile: Head of Communications and Marketing British Association *for* Screen Entertainment, DEG International

The Organisations

The **British Association *for* Screen Entertainment (BASE)**, is a leading trade body established to champion the interests of the screen entertainment category in the UK. We inform the category and represent its interests collectively to: the public, the media, Government and other industry organisations.

The **Digital Entertainment Group International (DEGI)** is the International industry association focused on the home entertainment sector. Sister organisation to the DEG: The Digital Entertainment Group operating in the US. The DEG International offers a forum for member companies to engage in discussions concerning various issues and opportunities relating to emerging digital technologies and promoting both new and established formats.

This exciting role will drive category level understanding of market trends and consumer behaviours around purchase and piracy and will support a range of high profile category communications and marketing initiatives driving category growth. The role will also support sister organisation **The Industry Trust for IP Awareness**, the industry consumer education body, promoting the value of copyright and creativity and responsible for a range of campaigns and communications programmes which motivate audiences to embrace legal routes to consume content.

Position Summary:

- Strategic planning & overall implementation of commercial marketing and publicity promotions across transactional physical and digital formats in the UK and with International Partners.
- Drive and oversee the implementation of a comprehensive range of communication and education initiatives for the members of BASE, DEGI and the Trust supporting all functions of the organisations with particularly emphasis on the Insight Team.
- Manage and develop the Communications Team.
- Support the leadership of BASE, DEGI and The Trust in delivering their respective objectives to champion category growth across the UK and Internationally.
- Support the Boards of BASE and DEGI with corporate communications and clear corporate reporting.

Key Deliverables:

- Devise and implement creative marketing communications strategies to advance the screen entertainment category with consumers and retail partners, building relationships with key journalists across national, consumer and specialist publications in the UK and key European territories.
- Oversee the execution of commercially focused marketing and communications initiatives from brief to proposal through to execution and evaluation including full agency management.

- Direct and provide support to the Communications Manager and Senior PR & Social Executive on all aspects of the Communications team output including in writing and placing a pipeline of market reports, positive press information and press releases
- Provide stretch targets and development to the Comms Team
- Respond to press enquiries quickly and efficiently across trade, national, consumer and specialist.
- Deliver promotional opportunities to add value to retail-specific campaigns inclusive of the digital and in-store environment.
- Work with member customer marketing, publicity and sales teams to facilitate and extend partnerships and promotions to key retail partners where applicable.
- Collaborate with members to secure funding and access to media portfolios and budgets.
- Support implementation of initiatives driven by the marketing and PR groups of the DEGI and BASE and co-ordinate activities across the BASE and DEGI sub committees (which include Communications, Insight, Marketing and Digital).
- Liaison with DEG US and DEG International leaders, supporting planning and implementation of strategy and initiatives and to share information to include weekly/monthly calls and meetings as required.
- Provide communications support for a range of current and future deliverables at all times working closely with Insights and Events team, such as Market Publications, BASE Awards and BASE Education programme.
- Support Insight Forums, creating content and securing speakers and /or provide DEGI support into broader trade shows.
- Strategic overview of social channels and web services.
- Secure all member approvals and meet compliance obligations at all times.
- Drive innovation at every level and keep up to date with the latest thinking in promotional partnerships including keeping the BASE and the DEGI informed of news-worthy articles and developments in industry publications.
- Agree measurable objectives and performance targets for all activity and provide full and timely updates, reporting and evaluation across all work streams.

Key Skills:

- Proven commercial experience, relevant or transferable to screen entertainment category.
- Thorough understanding and demonstrable experience of working with the full marketing communications mix
- Extensive understanding of business models at play across the screen entertainment category and the opportunities and challenges driving the sector.
- Resourceful, creative, result driven and confident multi-tasking across projects.
- Exceptional team player with ability to work within a highly motivated and effective team.
- Strategic thinker, goal orientated with strong negotiation skills and good networking ability and exceptional stakeholder management.
- An ability to show complete impartiality between member working strategies, diplomatic and collaborative.

- Proven ability to structure and manage project delivering on time, in budget and in support of multiple objectives. Excellent verbal, written and communications skills, including board reporting.
- Effective management of small teams, providing coaching, mentoring and a track record for delivering team development plans.
- Ability to draft succinct and effective comms including corporate reports, press releases, trade press comms and speeches for internal and external events
- Self-starter, well organised, self-disciplined, flexible and reliable and able to manage multiple projects.
- Ability to thrive in an environment of pressure and rapid change, with first class organisational skills and the ability to prioritise workload.

Employment Terms:

- Fixed Term – 3 – 6 months
- Full or part time, employed by the British Association for Screen Entertainment providing support services to DEGI and Industry Trust for IP Awareness.
- Based in Central London, currently working remotely
- Applications with CV and a covering letter to vicki@baseorg.uk