

REGIONAL CONTENT AND COMMUNICATIONS MANAGER

THE ROLE

As a key part of the EMEA Communications Team and the GB/IRE Marketing Team, The Communications Manager will work across a broad range of brands – with a focus on developing and executing compelling brand communications activity across sport, e-sport and music in particular - developing activations that appeal to both a current and new generation of fans as well as ensuring that the credibility and the authenticity of the brands are maintained. The role is responsible for delivery of editorial brand communications – across owned and earned channels - with the purpose to bring our brand image to life and make Monster, and its associated brands, relevant and engaging for our target audiences.

The role will take responsibility for the creation of multi-channel brand communications activity across owned channels and earned media activation through content creation, relationship building and ambassador amplification, selecting the relevant channels for content distribution to ensure the best results. The role will also be responsible for leveraging Global, EMEA and local brand assets as playing a key part in the EMEA communications team as a whole.

As well as being part of a team – the role will offer a lot autonomy for somebody to come in and identify opportunities around huge global marketing assets together with local grassroots projects – developing and executing plans accordingly.

Duties & Responsibilities:

- Creation and execution of individual market and cross-market, multi-channel brand storytelling communications plans across owned and earned channels

- Delivery of compelling content (moving image and still image), articulate written press materials (external) and presentations (internal)
- Management of media across Great Britain and Ireland
- Commissioning and creation of brand communications and marketing collateral, using own writing, design and production skills as well as briefing and managing a variety of external suppliers.

Ideal Experience, Skills and Qualifications:

- 2 – 3 years of relevant experience in a similar role with a passion for music and sports
- Strong understanding of the marketing channels available and how best to utilise these
- In depth understanding of the editorial media landscape across the relevant verticals (with a list of contacts ready to put to work)
- In depth understanding of social media and digital platforms
- Open to continually learning and improving
- Flexibility across various workstreams
- Strategic and thoughtful approach to work
- Creative, collaborative and driven

KEY ATTRIBUTES

Driven

- Shows high energy and a focus on results
- Demonstrates personal responsibility for their performance
- High level of commitment – not controlled by the clock

Resilient

- Shows an understanding of customer needs – anticipates and deals with objections to achieve results
- Evidences the ability to treat each opportunity as it comes – not letting one bad day lead to a bad week

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- Shows the ability to acknowledge and learn from their mistakes

Passionate

- Is consistently persuasive with customers and enthusiastic with customers and the team
- Exhibits personal commitment and strong personal values in all their dealings with customers and the team

Effective

- Demonstrates strong process and product knowledge to the customer and the team
- Shows good presentation of themselves and their work areas
- Produces consistently strong performance across all measures – not ‘up and down’

Resourceful

- Demonstrates flexibility when faced with challenges, balanced by the need to maintain good process