

Position: **Online Marketing Manager**

Reports to: Director, Marketing

Location: New York, NY

Job Function: Responsible for planning, development and execution of online marketing campaigns. Manage the creation and trafficking of all marketing assets on musicchoice.com. Assist in brand development and execute online marketing strategies to drive traffic and engage consumers with TV and VOD products.

Primary Responsibilities

- Manage all aspects of marketing content on musicchoice.com. Oversee creation of banner ads, manage delivery schedules and update content on a daily basis utilizing trafficking toolset.
- Assist in developing social networking strategy , maintain social network brand pages and work to build and grow communities
- Identify and execute on opportunities for new online/viral marketing efforts to create brand awareness and maximize traffic to the site
- Maintain online consumer database and execute email campaigns
- Work with IT and Business teams for online application development, and create marketing campaigns to drive widget and app usage
- Perform analysis and present conclusions on the effectiveness of campaigns.
- Manage 3rd party vendor relationships with digital marketing agencies
- Identify and pursue emerging technologies, tools and platforms for marketing opportunities

Qualifications

- 5+ years online marketing experience required. Experience with a digital agency, leading brand, TV network or web company preferred. Should have experience with brands focused on the 12-24 demo.
- Knowledge of web best practices and understanding of user experience
- Ability to work with content management systems and experience with scheduling/trafficking tools
- Experience in email marketing, Search Engine Marketing and Search Engine Optimization
- Knowledge of web analytics tools, ability to define goals and track metrics
- Innovative and strategic thinker
- Excellent verbal and written communication skills
- Ability to manage creative development that speaks to the demo.
- Highly organized with strong attention to detail and follow through
- Excellent project management skills.
- Proven impact on successful online marketing campaigns
- Outgoing, enthusiastic personality, and a “can-do” attitude
- Media-Savvy, pop-culture knowledge and lifestyle trend-tracking for the demo a must

To apply:

Email: jobs@musicchoice.com

Fax: 212.563.0109

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