

# Marketing Manager

## Description

Whatâs AniLive? Our mobile streaming app is designed specifically for the anime and VTuber community. As an AniLiver, you can effortlessly stream at any time and from anywhereâeven from the comfort of your own bed. As a viewer, vertical streaming allows you to experience a new level of closeness and engagement with your favorite streamer in stunning detail. This year, we will spark a revolution in the virtual streaming industry with the launch of AniLive! <https://anilive.app/> Position Summary We are seeking a highly skilled and experienced Sr. Marketing Manager to join our dynamic team! The ideal candidate will have a proven track record of success in leading social media campaigns, creating viral content, shaping brand identity, and demonstrating strong leadership in leading a marketing team within entertainment startup companies. What you will do Lead the development and execution of comprehensive marketing strategies to promote AniLive across various platforms and channels Conceptualize and produce engaging and shareable content that resonates with our target audience, driving organic reach and generating buzz around AniLive Build and maintain relationships with key media outlets, journalists, and influencers to secure press coverage and maximize visibility for our brand and projects. Develop press releases, media kits, and other PR materials as needed Oversee all aspects of social media marketing, including content creation, community engagement, influencer partnerships, and paid advertising campaigns. Utilize analytics to optimize performance and drive audience growth Define and maintain the overall brand identity for our company and projects. Ensure brand consistency across all marketing materials and communications Lead and mentor a team of marketing professionals, providing guidance, support, and inspiration to drive collaboration, creativity, and performance excellence Manage marketing budgets effectively, allocating resources strategically to achieve maximum impact and ROI What you will bring Passion for the Japanese entertainment industry â anime, manga, gaming, VTubing... you must be an otaku! 6+ years experience in a marketing role, particularly in the entertainment sector's digital, social, and emerging technologies such as VTubing 3+ years leading a marketing team of any size Business level English is required You already have startup experience and enjoy the dynamics + face-paced nature inherent in startups Proven track record of driving revenue by increasing sales through marketing activities Experience building good relationships with internal and external stakeholders, especially as you work closely with the Design and Product teams Excellent impersonal and communication skills, especially in a remote and multicultural working environment Experience using Notion, GSuite, Microsoft Office, Slack, and Zoom Bonus Points Business level Japanese language skills Work experience in the entertainment industry Perks Fully remote work environment Flexible and adaptable to various scenarios Company off-sites 2x a year held in Japan Please mention the word \*\*SPLENDID\*\* and tag RNTQuMjAwLjlxNC4zMw== when applying to show you read the job post completely (#RNTQuMjAwLjlxNC4zMw==). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

## Contacts

Job listing via [RemoteOK.com](https://www.remoteok.com)

## Hiring organization

AniLive

## Job Location

Los Angeles, California, United States

## Base Salary

\$ 60000 - \$ 107500

## Date posted

June 3, 2024

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