



INTEGRATED MARKETING MANAGER

Remezcla is a rapidly-growing digital media company covering lifestyle and culture for Latino millennials. What began as a small blog in 2006 is now a thriving entertainment brand with millions of readers, and we are seeking an Audience Development Director to help us continue to grow this audience.

This role will be responsible for developing innovative, multi-platform integrated marketing programs for advertisers. The role will partner with sales, custom studios, research and product to brainstorm compelling solutions for business-to-consumer/ luxury clients to drive company revenue across the franchise. This position will be part of a dynamic team and report directly to the Director of Integrated Marketing.

The Integrated Marketing Manager role will also be in charge of creating and pitching digital advertising marketing solutions to drive sales revenue across all Remezcla platforms.

RESPONSIBILITIES

- Serve as the primary point of contact and project manager for inbound digital RFPs
- In response to digital RFPs, develop and present compelling proposals that detail customized digital/social sponsorship solutions and work with Sales teams to close the deals. In doing so:
 - Coordinate kick off and brainstorm meetings, manage information coming in from various teams, maintain timelines and hit deadlines
 - Ideate and collaborate offerings with fellow Integrated Marketing team members, content/product/social teams, Sales Account Executives, planners and management
 - Creatively pull together all elements for the pitch collateral (e.g., idea descriptions, screenshots, mock-ups, research, custom templates, etc.)
- Develop new, innovative sponsorship opportunities to proactively take to market
- Occasionally execute sold sponsorships - managing all communication, assets, approvals, implementation and wrap up reports with agency/client and internal departments
- Maintain strong working relationships with members of internal departments including Content, Product, Research, Legal, Digital/Social Marketing, Creative and Planning teams
- Work closely with Integrated Marketing and Sales management to enhance strategy for digital and social media
- Monitor competitive environment and stay informed about new digital/social products, offerings and standards to be an expert and resource for the integrated marketing and sales teams
- Serve as category expert, providing sales and marketing team with competitive intelligence on assigned categories
- Build relationships with third party resources for client focused added value programs, new product opportunities
- Enhance Remezcla's presence via industry specific partnerships and trade shows related to assigned categories
- Excellent internal relationships
- Proactively identify new opportunities that contribute to brand building and/or new revenue streams
- Be awesome

REQUIREMENTS

- 5+ years digital marketing, digital agency or digital publisher experience. Digital experience required.
- Excellent at building proposal collateral (decks, one-sheets, promotional emails, etc.)
- Highly skilled in PowerPoint, Keynote is a plus
- Proficient in Photoshop or other design software to create presentation materials and client mock-ups



- Expertise with social media platforms, products and trends
- Exceptional organizational skills and ability to be highly collaborative
- Excellent written and verbal communication skills
- Forward/Creative thinker, proactive and assertive
- Excel at multitasking
- Excellent writing skills
- Fluency in digital and print
- Creative and strategic thinker
- Proactive team player
- Strong interpersonal skills
- Ability to think big picture while still paying attention to details
- Time management / ability to juggle multiple projects under deadline
- Must be able to work from offices in Brooklyn

BENEFITS

- Competitive Compensation
- Health/Medical Benefits

CONTACT

Email your resume to jobs@remezcla.com (write **"Integrated Marketing Manager"** in subject line) and tell us briefly about yourself and why you're interested in the position.

ABOUT REMEZCLA

Remezcla is the only Hispanic media company in the U.S. that has cultivated an organic, grassroots appeal with Hispanic millennials. Our unique publisher, entertainment, and agency platform provides digital and on-the-ground solutions for both audiences and advertisers. For more information visit www.remezcla.com

***Remezcla is an equal opportunity employer, offering a great work environment, challenging career opportunities, professional training and competitive compensation.**