



Marketing Manager Univision Interactive Media

Univision Interactive Media has an exciting opportunity for a Marketing Manager for their Miami, FL office. The ideal candidate should be a strategic, analytical, creative, and energetic professional who is looking to make a significant impact in a growing and dynamic organization. The position is based in Miami and reports directly to the VP of Marketing.

The Marketing Manager will drive strategic planning and oversee the execution of product, content and tent pole event campaigns on over 70 local online and mobile websites. Leadership and management skills, as well as knowledge of the current web landscape and new interactive technologies are crucial to success in this position.

Job Responsibilities

Responsible for all aspects of marketing for Online and Mobile divisions including:

- Leadership skills and the ability to juggle multiple projects, meet deadlines and work well with multiple stakeholders in a cross-functional and information sharing environment
- Develop and execute the branding and promotional online and mobile strategies for all local websites.
- Responsible for in-house production of over 100 yearly online campaigns, including scripting, conceptualizing and production, and management of media inventory for local online and mobile platforms.
- Build a yearly marketing plan for local websites to more effectively drive user engagement and interaction
- Implement local online and mobile campaigns, including traditional placements, targeted sweepstakes, video preloaders, landing pages, WAP banners
- Promote a comprehensive suite of mobile offerings, including in-show wireless integrations, mobile video, SMS and Premium SMS programs, mobile portals and an extensive downloadable content catalog.
- Enhance user experience at all interactive touch points
- Implement and promote cross-platform product lines; work with business owners on on-going product support
- Work with external partners on collaborative marketing for co-branded products and services
- Collaborate with other departments/divisions to identify and effectively monetize cross-platform opportunities
- Propose creative and strategic online marketing ideas that will grow our U.S. audience and deepen their engagement with all of our local websites
- Analyze flow of traffic and develop understanding of most valuable placements on the sites; determine how to maximize those placements for the biggest sales return
- Continuously improve the quality and performance of campaigns
- Deep understanding of interactive technologies and relationship marketing
- Enjoy working in a fast paced environment in a teamwork-oriented division
- Experience translating offline marketing concepts to the online and mobile space
- Know how to "drive traffic" to website, make it "visible" and make it "stick"
- Use social networking (Facebook, MySpace, Twitter, Linked-in, etc.) to create community and drive leads and referrals.
- Familiarity with Web 2.0 technologies.

- Exceptional organizational skills.

Requirements:

- BA or MBA required
- Extensive Interactive Experience
- Strong understanding of the Mobile/Media online platform
- Flexibility in schedule required
- Must be fluent in English and Spanish (oral and written).
- Very strong writing and communication skills required
- Microsoft Excel, Word and PowerPoint required

Information: <http://hire.jobvite.com/j/?aj=oJwrVfwl&s=HMPR.com>