



## PRIME FOCUS TECHNOLOGIES

### Job Description

#### Marketing Coordinator

**Job Location:** Los Angeles

You will be part of PFT's global marketing & communications function and will contribute to marketing and communications programs across North America.

#### Role & Responsibilities:

- This role requires strong project management and execution skills with the ability to work with multiple departments and teams within and outside PFT.
- Manage all vendor relations involving Marketing & Communications
- Ensure 100% compliance to brand guidelines across all touch points  
Coordinate with external and internal stakeholders (content owners, vendors, research, CRM, web & social, content writers, designers etc.) to execute as per plan
- Manage branding and communications at local events. Manage event logistics to provide flawless execution
- Work with multiple teams to develop, design, package and deliver marketing collaterals.
- Package and drive cross-company internal communications
- Manage calendar and assist VP and Head of Marketing

#### Experience:

- Minimum 6-8 years of experience in global marketing and communications with preferably a top tier IT/M&E technology companies
- Prior experience managing events
- Should know a wide range of vendor community in US – especially in LA & NY

#### Soft skills:

- Exceptionally strong communication / presentation skills
- Bring in creativity in thoughts especially on new ways of communicating
- Have a sound understanding of marketing and communications and how it relates to Sales goals
- Highly organized and able to multi-task
- Ability to coordinate and support senior leaders
- Self-driven and proactive



## PRIME FOCUS TECHNOLOGIES

### **Qualification:**

- Post graduate degree/diploma in marketing from a reputed institution (Preferred. Not compulsory) and/or relevant experience working with Tier 1 IT organization.

### **About the Company**

Prime Focus Technologies (PFT) is the creator of Enterprise Resource Planning (ERP) software, CLEAR™ for the Media & Entertainment (M&E) industry. It offers broadcasters, studios, Direct to Consumer companies, brands and service providers digital transformational solutions. Its flagship SaaS product CLEAR, is an enterprise software, uniquely as Media ERP software helps its clients lower their Total Cost of Operations (TCOP) by automating business processes around content and managing their business of content. PFT's media recognition AI engine, CLEAR Vision Cloud leverages Machine Wisdom technology to deliver high quality data and action toolkits to make AI work for our media customers.

PFT works with major M&E companies like Warner Media, PBS, Disney, Hearst, Channel 4, CBS Television Studios, 20th Century Fox Television Studios, Lionsgate, Starz Media (a Lionsgate company), Showtime, Miramax, Tata Sky, Sony Music, Google, YouTube, Disney+ Hotstar, Amazon, Viacom's Voot, Cricket Australia, BCCI, Indian Premier League and The Associated Press.

PFT is the technology subsidiary of Prime Focus, the global leader in M&E industry services.