

About Shazam Entertainment

Shazam® is the world's leading mobile discovery application - enabling consumers to experience and share music with others across mobile devices and the Internet. Since its launch as the first mobile-specific service to help users discover new music eight years ago, over 75 million people have used the service. Shazam has created a new way for users to connect to each other through their music tastes and preferences.

Headquartered in London, England, Shazam's solutions enhance the music strategies of carriers in more than 200 countries, including AT&T, T-Mobile and Vodafone. It has deployed across multiple platforms such as iPhone, Android, Symbian, Brew, BlackBerry, Windows Mobile and Java.

The Shazam Tag Chart, generated by the company's mobile music recognition service, is constantly referenced by the music industry as a true indicator of market interest in pre-release material and a monitor of the hit potential of a track or artist.

Shazam's successes have been recognized through numerous awards, including the Mobile Entertainment Award for Best Music Service Provider, the Red Herring 100 Europe Winners and the Meffys for Best Music Service 2010.

Job Description: Director/Senior Manager of Consumer Marketing

We are looking for an experienced director or senior manager of consumer marketing – with enthusiasm for music, apps and social media – to help drive several marketing initiatives forward to achieve user acquisition, activity and retention objectives of the business.

This role reports to the VP of Marketing, also based in the San Francisco peninsula area.

Responsibilities & Deliverables

The following are the key responsibilities and deliverables expected of the successful candidate.

- Customer engagement and communications – to successfully drive customer engagement via targeted, relevant and valued customer communications through a variety of communications channels, focusing on activating new users, driving activity and feature adoption and retention from existing users, increasing company revenues from multiple sources, and viral marketing to acquire new users
- Lead various pilots, initiatives and partnerships to increase the rate at which Shazam acquires new users, and evaluate their ROIs to prioritize time and resources going forward.

- Help define and champion new viral and social product features and non-product-related initiatives that help achieve the goals of the business.
- Develop, evaluate, and prioritize ideas on new ways to grow the business through partnerships and deals that drive significant new user acquisition or retain or increase the activity of current users.
- Lead qualitative research projects, which will include web and mobile browser-based surveys and in-person and focus group research on occasion.
- Contribute to the business intelligence initiative and infrastructure of the business, helping to make the business even more data-centric and developing business insights by working closely with Marketing, Product, Sales, Business Development, Engineering and the executive team to solve problems, and inform business and product decisions.
- Lead market segmentation analysis; database marketing analysis; ROI evaluation of various initiatives; customer valuation; and other strategy-related projects.
- Identify and prioritize search engine optimization opportunities for the business, and help define requirements and business cases for these projects.

Qualifications & Experience

This job requires the following qualifications and experience.

- Minimum of 10-12 years experience in similar areas and roles, a majority of which should be in the consumer-facing Internet industry and/or mobile offerings.
- Must be smart, a strategic thinker, full of good ideas, creative, persistent, agile and driven.
- Must have experience and be a proven contributor in a small company with a fast-pace, less structured environment.
- Must be an outgoing, social business person comfortable and experienced in networking with others professionally.
- Comfortable with the realities that, in the short-term, this position will not have any direct reports and that he/she will be an individual contributor. Yet, able to build and manage a team in the near future. Like any successful contributor in a startup, the ability to be a “great athlete” and take on different roles and projects as needed by the company over time.
- Superior qualitative and quantitative analytical capabilities, with an outstanding body of work demonstrating high quality, innovative deliverables and an exceptional understanding of consumer Internet behaviour.
- Project management experience, especially coordinating/managing multiple projects at the same time. Candidate should have the capacity to develop a clear understanding of the business needs and translate them into plans and implementations for success.
- BA/BS/MS degree, with background/experience in marketing, business operations, and related areas.
- Understanding of prominent Web and mobile platforms. Some experience in internet and mobile measurement preferred.
- The ability to communicate in a clear and effective manner, in both written documents and presentations and verbally, including strong experience presenting and collaborating with cross-functional teams, with executive management, and with partners and other external parties in a professional and polished manner
- Ability to work independently and perform parallel tasks (as this will initially be an individual contributor role that may grow into a role managing others over time), with collaborative and consultative skills working with others across the company.
- Skill in focusing on desired results, determining what is important and urgent, clarifying next steps, and prioritizing work effectively to meet deadlines and achieve desired results

Shazam Offers:

- A fast-paced, fun environment with smart people and a great opportunity to learn, grow and succeed!
- A great job in a cutting edge field at one of the largest and well-known mobile brand and properties in the world with a wealth of assets, opportunities and potential, yet a great opportunity to make a meaningful impact on the products and success of the business.
- Compensation, stock options will depend on experience. Competitive benefits package.

Candidates must be able and prepared to travel periodically, but not frequently, to the UK headquarters location in London, England.

To apply please send your CV to recruitment@shazamteam.com
For more information on our company please visit www.shazam.com