

## Marketing Manager

### The Company

The Foundry is a world leading innovator of creative software across multiple industries. Founded in 1996, we are an award-winning, exciting, dynamic company. As well as being proud of our software, we believe the strong relationships with our customers allow us to develop flexible, open, problem-solving applications that span VFX, design, and more. We continue to move from strength to strength and are looking to grow our team of bright, capable, hard-working, and fun experts.

### The Product

Made with Mischief is a wholly owned subsidiary of The Foundry that makes clever, affordable applications for creative people.

Our flagship product is called Mischief and is a fun, easy-to-use pen-based sketching application for Mac and Windows. With its infinite canvas and infinite zoom, Mischief blends sophisticated underlying technology with an elegant, clean interface to create an experience like no other.

### The Role

Working closely with the Head of Made With Mischief and the Head of Marketing at the Foundry, the candidate will be responsible for development and execution of marketing plans for the Made With Mischief subsidiary.

The candidate will work with the product team, the marketing organisation, external agencies and contractors; able to work with cross-functional teams and navigate resources to generate results.

This is an exciting opportunity to work with a small team, contributing in a start-up-like environment. The role would suit a passionate, creative marketer with a dogged determination to deliver to a high standard.

The successful candidate must have an interest in the visual arts and the creative market, familiarity with apps and software, be driven, highly organised, and not scared to get their hands dirty.

## The Responsibilities

- Build awareness of the products and brand by acting as brand guardian.
- Develop, implement and manage measurable marketing plans.
- Efficiently coordinate all component parts, internal and external, to deliver plans on time and within budget.
- Develop, execute and continually explore new online marketing channels and techniques to drive user acquisition and engagement.
- Develop strategies for maximizing lead conversion.
- Own tone of voice to develop marketing copy and messaging as well as responsibility for regular communications on social media and editorial content.

## The requirements

- 3-5 years marketing experience, preferably in a mix of B2B and B2C companies.
- Experience working in a creative environment or marketing to a creative audience.
- Exceptional organisational / project management skills.
- Demonstrable ability to initiate and deliver programs in a collaborative environment.
- Experience with online marketing tools including Google AdWords, online survey tools, website analytic tools (i.e., Google Analytics), etc...
- Proven experience planning and delivering across the full marketing mix.
- Experience leveraging Social Media and building Community.
- Ability to manage timelines and budget.
- Excellent written skills is essential.
- Strong verbal communication skills for engaging with internal stakeholders, partners, and customers.

## Desired skills

- Experience managing visual assets and/or artwork; must have an 'eye' to assess creative deliverables.
- A CIM or IDM diploma, degree in business or marketing would be an advantage, but proven ability and experience also carries weight.
- Experience with marketing web, mobile apps or desktop software is a definite plus.

## Applying

If you meet the criteria, are eligible to work and are interested, please send your covering letter, CV, salary expectations and notice period to [jobs@thefoundry.co.uk](mailto:jobs@thefoundry.co.uk) with the subject "Marketing Manager".

## More About Us.

The Foundry was established in 1996. It is now the fastest-growing company in its field today, and is internationally renowned for its collaborative and open approach to software development.

Led by CEO Bill Collis and a management team that still includes the original founders, The Foundry is backed by The Carlyle Group with a substantial portion still owned by the staff.

The Foundry develops award-winning computer graphics and visual effects (VFX) software used globally by leading artists, designers and creative professionals. The portfolio lets users create inspiring and technical high-end visuals across a wide range of industries including product and concept design, marketing & advertising, media & entertainment and game development.

In September 2012, The Foundry added MODO, a 3D software package that combines modeling, painting, animation and rendering, to its portfolio. In addition to MODO, the product line includes NUKE (industry standard compositing), HIERO (shot conform and review), MARI (3D digital painting), KATANA (a look development and lighting framework), FLIX (collaborative visual story development), OCULA (a stereoscopic correction toolset) as well as a range of plug-ins.

In the design world, MODO enables the creation of a huge variety of things from products and advertising material to games assets, animation projects and beyond.

All of the company's products, including MODO, are used to create breathtaking visual effects sequences on a wide range of features, television projects and commercials. High profile examples include Gravity, Pacific Rim, World War Z, The Hobbit and the 2013 Oscar® winner, Life of Pi (Best Visual Effects). In television examples include Once Upon A Time, Falling Skies, Boardwalk Empire and Game of Thrones.

Clients include major feature film studios and post production houses such as Pixar, ILM, Double Negative, The Moving Picture Company, Walt Disney Animation, Weta Digital, Framestore and Sony Pictures Imageworks.

In 2013, The Foundry made the Sunday Times Tech Track 100 for the fourth consecutive year, ranking in 92nd position. This year, the company has also been shortlisted for categories in the UK Tech Awards and the National Business Awards. The Foundry's CEO Bill Collis was recognized as the UK Technology winner for the Ernst & Young Entrepreneur of the Year award.