

Senior Marketing Communications Manager

ABOUT ROKU

How would you like to be part of the team that created “the most impressive product attached to a TV this decade”? Do you want to work at the place that “revolutionized the way entertainment is delivered”? Would you like work on the product that the New York Times called “better than any other”?

The Roku digital video player (also known as the Netflix Player by Roku) enables you to instantly stream high quality movies from Netflix and Amazon Video On Demand, over the Internet directly to your TV and has received overwhelmingly positive reviews in The Wall Street Journal, CNET, WIRED, and elsewhere.

For more information, visit <http://www.roku.com/>

THE ROLE

Our Marketing team is looking for an experience Senior Marketing Communications Manager to report to the VP of Marketing. The ideal candidate will have strong experience in developing marketing strategies and managing the creation of key marketing communications programs, including advertising and promotions to existing and prospective customers, co-marketing programs with key partners, social media marketing, and website development. The candidate will also need demonstrated experience managing marketing campaign calendars and overseeing execution.

PRIMARY RESPONSIBILITIES:

- **Web Site Strategy and Management**
 - Own and manage the consumer channel/app website and all sub-sites, including content, demos, and end-customer experience
 - Manage creative team to meet defined goals
 - Assess site performance and drive continuous improvement
 - Partner with Direct Marketing, PR, Product Management, and Business Development to ensure that website strategy supports product and content launch strategy
- **Direct marketing to installed base**
 - Develop and execute marketing programs to monetize customers and encourage device and service usage over time
 - Refine key consumer touch points post purchase
 - Conduct consumer research
 - Develop social media strategy to reach fans and encourage word of mouth
- **Co-marketing programs with partners**
 - Develop co-marketing strategies and execute across online and physical properties to drive customer acquisition, working closely with internal and partner stakeholders

- Establish positioning and key messaging for co-marketing campaigns

YOU MUST HAVE THE FOLLOWING EXPERIENCE:

A positive "can-do" attitude

Able to shift between strategic thinking and tactical, detail-oriented execution

Proven cross-team collaboration skills

Demonstrated excellence in verbal and presentation skills

Strong creative eye

Strong writing skills

Experience managing creative teams and agencies

5+ years in the disciplines described above (i.e. online marketing, direct and social media marketing, creative agency/vendor management)

Understanding of web related technologies

Ability to analyze data, conduct research, and manage budgets

CHARACTERISTICS OF SUCCESS AT ROKU

Self motivation.

Positive attitude.

Customer focused.

Individual contribution combined with team orientation.

Leadership by example.

Ability to execute on overall business goals in personal area.

Desire to win in a highly competitive environment.