

Argentina Jobs Expertini®

Director of Marketing Operations

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Company: Paper Street Media

Location: Buenos Aires

Category: other-general

Who we are - We are web-based video-on-demand networks with a focus on adult entertainment, based out of Downtown Miami. We are a group of creative souls with diverse backgrounds. If you are also a true believer of work hard & play hard, this is the place to be. At PSM, you will enjoy a fun & casual environment, team-building retreats, startup spirits, and great benefits. What we do - We discover what excites the world and deliver it seamlessly to our members! We are the creators of top sites you know and love. We are leading the industry by using cutting-edge technologies to deliver top-quality content. Our content and websites are published exclusively and enjoyed by millions of fans worldwide. What we are looking for - Paper Street Media, LLC is hiring for a FULL-TIME Director of Marketing Operations. The primary role of the Director of Marketing Operations to lead the Marketing Operations rhythm at Paper Street Media. Key responsibilities include implementing marketing best practices, streamlining workflows, collaborating with internal stakeholders to execute on the immediate term and long-term strategic roadmap. Working directly with our CMO, this role will execute on the brand marketing strategy for our portfolio of brands, oversee value proposition messaging and consistency, lead creative, social and funnel optimization functions. This leadership role will lead ongoing initiatives to increase brand awareness and top of funnel audience growth. The ideal candidate is someone with natural curiosity, innovative problem-solving skills and excellent collaborator and communicator. This job is a REMOTE position. The job will expose you to the content of adult nature. If this is something you are not comfortable with please do not apply. We will contact you via email only. We will not contact you via phone calls or any 3rd party

messaging system. Please be aware of any job offer scam. The job will start on a 90-day probationary period. Learn more about us here (link to <http://paperstreetmedia.com/>)

You'll Be Doing: Design, implement, and execute the vision and long-term strategic marketing roadmap. Collaborate closely with all marketing, product, and sales stakeholders to ensure proper prioritization of initiatives. Lead cross-functional efforts to operationalize and optimize projects – including driving accountability. Maintain and improve revenue-critical systems and infrastructure. Provide insights on funnel performance to stakeholders across marketing, sales, and finance. Manage the marketing budget and ensure accurate tracking of costs/performance metrics. Developing insightful presentations that summarize key data, identify underlying trends, and ultimately result in actionable strategic recommendations. Prepare reporting and analyses, proforma projections, and operational decisions, including build vs. buy analysis.

Must Haves: Bachelor's degree in marketing, business, or related field; MBA preferred. 10+ years of experience in marketing creative operations, production, and/or project management, preferably at an entertainment studio, network, or agency. Experience managing and leading multi-disciplinary teams. Fluent in Video and Digital types and formats while understanding the fundamentals of assets management, servicing and ad trafficking. Knowledgeable of the evolving advertising landscape, including exposure to/experience with digital marketing and media. Strong communication and cross-functional skills, with the ability to engage, listen, and collaborate with internal departments to align on strategic solutions. You have strong analytical acumen to evaluate complex systems and dissect problems. Strong project management skills, with an ability to manage multiple projects simultaneously.

Nice To Haves: Experience with the adult entertainment industry or film production industry. Powered by JazzHR

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