

Marketing Specialist, Customer Journey Marketing

Job Code: 5027090

Location: San Diego, CA

Sony Corporation of America, located in New York, NY, is the U.S. headquarters of Sony Corporation, based in Tokyo, Japan. Sony's principal U.S. businesses include Sony Electronics Inc., Sony Mobile Communications (USA) Inc., Sony Computer Entertainment America LLC, Sony Network Entertainment International LLC, Sony Pictures Entertainment Inc., Sony Music Entertainment, and Sony/ATV Music Publishing LLC. With some 900 million Sony devices in hands and homes worldwide today, a vast array of Sony movies, television shows and music, and the PlayStation Network and the Sony Entertainment Network, Sony creates and delivers more entertainment experiences to more people than anyone else on earth.

Position Summary:

Sony Corporation of America (SCA) is seeking a Marketing Specialist to join the Customer Journey and Cross Marketing group. This position will be located in San Diego, CA. The primary responsibility for this position is to execute CRM programs across several Sony business units to drive revenue, increase engagement and build proof points for global program roll out. The marketing specialist will use first party data to better create, target and measure customized consumer experiences that drive loyalty and customer value. This position requires good organization skills and the ability to handle many projects simultaneously to meet deadlines. The Marketing Specialist must work with many individuals across Sony as well as with outside partners and Sony business units.

Core Responsibilities:

- Participate in development and execution of engagement plans to drive marketing conversion across multiple Sony Business Units with the ability to coordinate several projects in parallel at varied stages of development
- Develop and execute multi-channel campaigns for Cross Marketing including, but not limited to email, online, and direct mail. Ability to understand customer target, write creative briefs and manage creative and campaign set up process end to end.
- Gather content and information internally from the Sony business units to help develop offers and support key product launches and initiatives. Organize and disseminate key campaign details to partner agency for execution.
- Work with internal groups to coordinate inventory and pricing for cross marketing microsite. Learn and operate in administration tool to develop marketing microsites and targeted offer catalogs.
- Strong focus on tracking activity/results and preparing performance analysis of campaigns, to determine effectiveness and to use as a foundation for recommendations for future improvements.
- Develop and report upon test & learn plans specific to campaigns to foster iterative learning and proof points for improved cross marketing campaigns over time.
- Support discussions and activities to ensure the customer experience across Cross Marketing and Customer Journey is optimal and beneficial to the customer and across business units over the foreseeable future.

Support Activities:

- Strong focus on tracking activity/results and preparing performance analysis of campaigns to determine effectiveness and to use as a foundation for recommendations for future improvements.
- Maintain positioning/branding in all executions.
- Help manage projects while adhering to marketing processes.
- Help implement and coordinate content on cross marketing microsite to support activities. Will require working with outside creative agency.

Qualifications:

- Bachelor's degree with a focus on Marketing, Communications or related fields is required.
- A minimum of 3 years of relevant marketing and/or marketing communications experience.
- Experience in marketing across multiple channels (specifically direct and digital marketing)
- Strong coordination and organization skills.
- Strong analytical skills and attention to detail.
- Experience planning effective marketing strategies and campaigns.
- Work collaboratively and effectively as a team member.
- Be self-motivated, highly inquisitive, confident, energetic and creative.
- Should be able to deliver creative and innovative thoughts.
- Must be eligible to work unrestricted in the USA.

Sony is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, pregnancy, national origin, ancestry, citizenship, age, legally protected physical or mental disability, protected veteran status, status in the U.S. uniformed services, sexual orientation, gender identity or expression, marital status, genetic information or membership in any other legally protected category.

For more information, or to apply, go here:

http://scajobs.sony.com/careers/job_detail.asp?JobID=5027090&user_id=