

DIRECTOR of GROWTH MARKETING

MolQ Entertainment Job Description

Company Description:

MolQ Entertainment is an American technology, media and entertainment company with our U.S. headquarters in Stamford, CT and our international headquarters in London U.K. We are launching two global streaming media platforms including our vMVPD, mQ TV launching 75+ global TV networks in 2Q 2026.

mQ Films, our independent film, documentary, series and original programming global streaming platform will launch in March 2027 and compete against Netflix, Disney+ and Prime Video in the global streaming marketplace. MolQ's own 24/7 global news and 24/7 sports networks will launch on mQ TV and mQ Films during 2026 and 2027.

This is an opportunity to take on a key role in a fast growing and refinement stage company that involves closely working with the senior management team, department heads and other stakeholders as MolQ Entertainment's streaming services mQ TV and mQ Films disrupt the \$1 trillion global streaming media industry.

Position: Director of Growth Marketing

MolQ Entertainment is seeking an extremely talented Director of Growth Marketing who will be responsible for Global Marketing Content and Creative Growth Strategies across all mQ Films and mQ TV distribution channels and networks.

The candidate will report to the SVP of Marketing and will provide critical support in all aspects of marketing to management.

Principal Responsibilities:

The candidate will oversee all aspects of the subscriber journey from awareness, acquisition, on-boarding, revenue and retention (reducing churn) to grow and attract an engaged subscriber.

The candidate should have a deep understanding of global streaming services, media & entertainment, performance marketing, marketing technology, funnel optimization, retention, and subscription driven growth strategies.

The candidate should have experience working with digital marketing agencies and creative agencies and teams to bring cohesive messaging throughout the subscriber journey. The candidate should also have experience in building and managing high performing teams. The candidate should have heavy data analytical expertise for decision making and assessing issues and/or breakdowns in the process.

The candidate will be based in the Greater New York City area, reporting directly to the SVP of Marketing.

Responsibilities:

- ~ Work closely with the SVP of Marketing, Content & Creative Teams, and Key Stakeholders to develop a global growth strategy model which will lead the company to projected subscriber acquisitions, through all channels
- ~ Work in a hands-on fashion to lead marketing data analysis and reporting
- ~ Responsible for subscriber acquisition through all marketing channels
- ~ Develop and implement strategies to increase subscriber base, manage budgets and optimize spend
- ~ Oversee creative strategies to grow, attract, and retain our customers/subscribers
- ~ Work closely with Key Stakeholders to optimize acquisition, retention strategy, and churn.
- ~ Collaborate with all internal teams in evaluating the subscriber data analytics and performance forecasting
- ~ Develop a strategy for both short-term and long-term acquisition planning including churn retention.
- ~ Develop a full funnel strategy across all channels, including ecommerce
- ~ Responsible for testing, experimentation, optimization and execution plans
- ~ Keep current on updates and changes in the streaming, digital marketing and technological areas to understand the tactics of competitors
- ~ Build a Growth Marketing Team including two Marketing Directors.

Requirements:

- This person must have the knowledge, drive, energy and commitment to drive subscriptions and revenues.
- This person must be a strategic thinker, extremely organized and disciplined while also maintaining the ability to be a tactical executor under tight time constraints, managing complex work and deliver results on time.
- Must have an understanding of digital marketing, streaming media with a strong data analysis background.
- Must have experience working in streaming media, digital marketing agency or related field for 5+ years.
- Must be extremely competent in all aspects of the streaming media ecosystem dealing with churn, customer acquisition and customer retention.
- Candidate needs to have excellent marketing, communication, presentation and execution skills.

- Candidate should have a proven track record of digital marketing and streaming media with year over year revenue growth.
- Must have run a full funnel strategy and run performance against it.
- Candidate should have implemented creative testing methodologies with the ability to communicate results to internal and external teams and Key Stakeholders.
- Candidate should have experience managing outside agencies as well as internal teams.
- Must have impeccable communication skills and be a strong team player.
- Willing to travel globally.
- 10+ years experience in a fast-paced media-related subscription-based business required.
- Undergraduate degree required and MBA preferred.
- Must have the legal right to work in the United States.