

Vice President mQ TV & mQ Films Launch & Growth Marketing

MolQ Entertainment

Job Description

Company Overview:

MolQ Entertainment is an American technology company and a media entertainment company launching two global streaming platforms including mQ Films: Top independent films, documentaries, series and original programming and our vMVPD mQ TV: Highly rated and viewed TV networks featuring global news, sports, esports, lifestyle, movie and music networks. MolQ Entertainment U.S headquarters is located in Stamford, CT and our international headquarters is located in London, United Kingdom.

Our vMVPD mQ TV streaming platform specializes in global news, sports, esports, lifestyle, music, comedy and drama TV Networks launching in the U.S. September 2025, Canada during 4Q 2025 and in the UK during 2Q 2026. Our streaming platform mQ Films has over 1500 hours of high quality, curated film programming, coming from the global film festivals and mQ Film Studios and will launch in the U.K., Ireland and Canada during 2026. The Inaugural Launch of mQ Films in the U.S. will be on mQ TV in 4Q 2025.

MolQ Entertainment will launch our newly produced 24/7 sports network featuring “live” sports events, college sports and international sports and our global news network targeting Gen Z and millennial audiences will launch during 2026.

This is an opportunity to take on a key senior management role of two Tier One streaming platforms with a pre-IPO company that involves direct access to the management teams, department heads and other stakeholders as MolQ Entertainment’s global streaming services mQ Films and mQ TV disrupt the \$1 Trillion global streaming media industry.

Position: Vice President mQ TV & mQ Films Launch & Growth Marketing

MolQ Entertainment is seeking an extremely talented Vice President mQ TV & mQ Films Launch & Growth Marketing individual who will be responsible for Global Streaming Marketing Content and Creative Growth Strategies across all mQ Films and mQ TV distribution channels and networks.

The candidate will report to the Senior Vice President 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 either in the Greater Los Angeles area or the Greater New York City area, reporting directly to the Senior Vice President of Marketing.

Responsibilities:

- ~ Work closely with the Senior Vice President of Marketing, Content & Creative Teams, and Key Stakeholders to develop a global streaming launch/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 Streaming Launch/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 for 7+ years
- Must be extremely competent in all aspects of the streaming media launch/growth marketing 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 in marketing or related field required & MBA preferred.
- Candidate understands that this is a late-stage start-up launching during 2025-2026
- Must have the legal right to work in the United States.