



Aim

Warner Brother is a entertainment company that create, produce, distribute, license and market all forms of entertainment and related businesses.

Due to the constant changing ways by which consumers access entertainment product, they focus on maximizing current and next-generation distribution scenarios to make the Studio's content available to audiences through as many channels, platforms and devices as possible.

Marketing

The marketing department promotes various aspects of the business. They drives sales of Warner Brother's products or services. They research and identify the target audience for different Warner Brother Companines in order to retain and attract new customers.

Trade Manager

Trade Managers are responsible for executing the physical catalog trade strategy across key retailers including pricing, promotions and product configurations. The manager works closely with sales, retail and HR.

CRM Marketing Manager

CRM Manager are responsible for the strategy and execution to drive customer engagement, activity and conversion from free to paid memberships.

Social Media Planner

Social Media Planner are responsible for implementing and measuring all paid social media campaigns

Social Media Planner utilise the digital, social media, and emerging media platforms.

Human Resources

The Human Resources team ensures that Warner Bros. hires and retains staff. They have an emphasis on employee development, career growth and internal mobility in order to retain talented people.

Legal

The Legal group oversees company compliance with the law and protects the companies intellectual properties, brands and corporate entities.

Business Development

The Business Development and Strategy groups work to develop long-term divisional strategies and evaluate new business initiatives.