



MARKETING MANAGER

OVERALL OBJECTIVE

Work in partnership with the Marketing Director in Transparent Productions' marketing efforts through the areas listed below to promote events, advance partnerships and help lead the department.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- **MARKETING PLAN DEVELOPMENT** – Assist in the drafting of marketing plans and overall campaign strategy for tours ranging from single-market shows to nationwide campaigns.
- **RADIO** – Coordinate radio spot buys and negotiate promotional agreements with local radio stations across the country.
- **DIGITAL ADS** – Strategize, build, monitor and analyze digital ad strategies for all Transparent Productions campaigns relating to individual shows and full tours. Platforms for ad creation and management include Facebook/Instagram, Twitter, Google Adwords, Spotify, Pandora, etc. Also includes email blast creation on third-party partners such as BandsInTown & iTickets.
- **PRESS** – Assist with drafting press releases and pitching reporters about upcoming events; maintain current press list.
- **CLIENT RELATIONS** – Develop relationships with agents, management teams and artists; keep them updated with marketing campaign performance.
- **EVENT MANAGEMENT** – May be asked to help as needed at events in areas such as box office, catering, volunteer coordinating and sponsorship coordinating.
- **MANAGEMENT** – Play a leading role in the marketing department and assist the Marketing Director in overseeing marketing team to accomplish department goals.

ABOUT THE CANDIDATE

GENERAL SKILLS AND ABILITIES:

- Excellent written and verbal communicator
- Ability to multitask and work under deadline
- Ability to manage 50+ campaigns at a single time
- Organized and extremely detail oriented
- Strong understanding of digital ad platforms
- Proficient with Google Apps and Microsoft Excel
- Self starter that takes initiative and is a quick learner
- Flexible and able to change plans on the fly

- Highly motivated with the ability to work without close supervision
- Comfortable with peer leadership. Management experience a plus.
- Team player that likes to have fun

QUALIFICATIONS

Degree in marketing, business or communications required; evidence of successful written and interpersonal skills; must be highly organized and competent in detail-oriented tasks as related to report and proposal preparation. Must be able to manage multiple campaigns, platforms, and tasks at any given time. Must understand and have knowledge of the music industry, trends media, advertising and creative marketing production. Must be able to work in a fast paced environment managing various projects and able to work under pressure with deadlines. Flexible with work schedule as some projects require weekend and evening hours.

REPORT TO: Marketing Director

Start Date: ASAP

40+ hrs/week, Full Time with benefits

Salary Range: TBD based on experience

Some travel will be required.

Will work some nights and weekends.

To apply please email a cover letter, Myers/Briggs profile and resume to lindsay@transparentproductions.com. If you know your top 5 StrengthsFinder strengths please include those as well.