



## MARKETING COORDINATOR

### POSITION SUMMARY

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Assist Manager of Marketing in Transparent Productions' marketing efforts through the areas listed below to promote and market up to 200 events and advance partnerships.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

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The essential functions include, but are not limited to the following:

**MARKETING PLAN EXECUTION** – Execute marketing tasks and campaign initiatives for tours ranging from single-market shows to nationwide campaigns. This is not limited to, but will include:

- **RADIO** – Once radio is purchased, the coordinator will work with stations to execute all aspects of agreement between Transparent Productions and stations including ticket giveaways, payment, asset delivery, and on-site information. Additionally, they may schedule interviews on behalf of TP for show promotion with stations and artists.
- **EMAIL MARKETING:** Work with partners like BandsInTown & iTickets to execute email marketing plans as well as Transparent's internal email platform. This position will be responsible for all email marketing to their respective manager's roster of tours/events.
- **TEXT MARKETING:** Coordinator will execute all text marketing in each marketing plan through show campaigns.
- **PRESS** – Assist with drafting press releases and pitching reporters about upcoming events; maintain current press list or work with publicists to do this.
- **BRANDING & ASSET CREATION** – work with partners to complete any artwork graphics, promotional videos, and other items needed for assigned tours. This is often up to 100 pieces per tour needed and will need regular proofing.
- **DAY OF SHOW LOGISTICS** - work with Transparent Productions event managers to ensure they have all on site information that pertains to marketing including but not limited to: radio station activations, guest list names, promotional content on stage, etc.
- **LINK CREATION** - Creation of various short links, QR codes, and other referral codes to help track sales.
- **CLIENT RELATIONS** – Work with marketing manager to assist in getting any assets needed to artist and manager partners.

## **ABOUT THE CANDIDATE**

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### **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**

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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.

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## **PHYSICAL DEMANDS AND WORK ENVIRONMENT**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions. While performing the duties of this position, the employee is regularly required to talk or hear. The employee frequently is required to use hands or finger, handle, or feel objects, tools or controls. The employee is occasionally required to stand; walk; sit; reach with hands and arms; climb or balance; and stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this position include close vision, distance vision, color vision, peripheral vision, and the ability to adjust focus. The noise level in the work environment is usually moderate.

## **NOTE**

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbent will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum

levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an “at will” relationship.

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**Report to:** Marketing Manager

**Start Date:** Immediately

**Employment Status:** Non-Exempt, Full-Time 40 hrs/week

**Salary Range:** \$45,000 - \$57,000

**Location:** Costa Mesa, CA or Nashville, TN

*Some travel will be required. Will work some nights and weekends.*

*Transparent Productions is an Equal Opportunity Employer, drug free workplace, and complies with ADA regulations as applicable.*

**TO APPLY:**

Please send Resume, Cover Letter, Myers-Briggs profile and StrengthsFinder (if you've taken it) with subject line “Marketing Coordinator Application” to [trisha@transparentproductions.com](mailto:trisha@transparentproductions.com).