



Marketing Manager

POSITION SUMMARY

Lead marketing strategy for assigned tours with up to 200 shows per year. Work with the VP of Marketing to ensure events are marketed successfully and meet sales expectations.

ESSENTIAL DUTIES AND RESPONSIBILITIES

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

MARKETING PLAN DEVELOPMENT – Develop, Plan, and Execute marketing strategy and overall campaign for tours ranging from single-market shows to nationwide campaigns. This is not limited to, but will include:

- **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.
- **EMAIL MARKETING:** Work with partners like BandsInTown & iTickets to develop email marketing plans as well as Transparent's internal email platform.
- **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 develop branding and any artwork needed for assigned tours. Also, use video assets to optimize results.
- **CLIENT RELATIONS** – Develop relationships with agents, management teams and artists; keep them updated with marketing campaign performance.
- **MANAGEMENT** – Play a leading role in the marketing department and work with VP of marketing to build new strategy and ideas for implementation. May oversee a coordinator and/or assistant.

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.
- Team player that likes to have fun
- Knowledge of the Latin and/or Gospel music markets a plus.
- Bilingual a plus.

QUALIFICATIONS

Degree in marketing, business or communications or equivalent in experience; 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.

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.

Report to: Tamara Moore, VP of Marketing & Ticketing

Start Date: Immediately

Employment Status: Full-time, Exempt

Salary Range: \$57,000 - \$75,000

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 Gallup Strengths-Finder (if you've taken it) results with subject line "Marketing Manager Application" to trisha@transparentproductions.com.