



VICE PRESIDENT OF MARKETING

POSITION SUMMARY

The Vice President of Marketing will lead and oversee all functions of marketing and ticketing for all shows. The ideal candidate will have a proven track record in event marketing and overseeing a team with excellent attention to detail and strong communication skills. The role will have high visibility externally and significant influence in overall decisions related to the direction of the company.

ESSENTIAL DUTIES AND RESPONSIBILITIES

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

- Assess, evaluate, and report on overall team leadership, performance, morale and culture.
- Oversee all elements of marketing including but not limited to digital advertising, radio, direct mail, email marketing, text marketing, market research, grassroots marketing, social media and creative design
- Oversee all elements of ticketing including but not limited to building ticket links, integrating pixels, creating ticket audits, reviewing audits, creating special offers, dynamic pricing and reporting
- Set direction, budget and strategy for overall campaigns and assign project leads
- Take a leading role in client communications regarding ongoing tour marketing and problem solving
- Develop industry facing PR campaigns to promote Transparent Productions to broader industry
- Research and implement new marketing channels and technologies
- Identify and develop new strategic partnerships that advance the goals of Transparent Productions
- Will be a member of the Executive Team and collaborate with SVP of Touring, CEO and President on overall strategy and direction
- Work with HR to identify and solve potential HR vulnerabilities and issues as they arise.

GENERAL SKILLS AND ABILITIES:

- Ability to develop and train new team members
- Detail-oriented, organized, good at proofreading
- Aptitude for working with numbers
- Ability to identify trends/patterns and adjust strategy accordingly
- Excellent written and verbal communicator
- Ability to multitask and work under deadline
- Proficient with Google Apps, Microsoft Excel, Facebook Ad Platform and Google Ads
- Self starter that takes initiative and is a quick learner
- Creative problem solver than can adjust strategy on the fly
- Highly motivated with the ability to work without close supervision

QUALIFICATIONS

- Degree in marketing, business or communications preferred
 - 5+ years of management experience
 - 7+ years of marketing related experience
 - Knowledge and understanding of the Christian music industry
 - Knowledge and understanding of digital marketing and radio advertising
 - 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 project will 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.

Report to: President

Start Date: Immediately

Employment Status: Full-time, exempt

Salary Range: \$110,000 - \$150,000 plus bonus

Target Total Cash Range: \$160,000 - \$225,000

Target total cash represents this role's annualized cash earning potential at target (base salary + target bonus). Target total cash is contingent on targeted company performance achievement and individual attainment of performance goals. Therefore, target total cash is not guaranteed earnings

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, Enneagram and StrengthsFinder (if you've taken it) with subject line "VP of Marketing Application" to trisha@transparentproductions.com.