

Concert Marketing Manager

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Company: The Clyde Theater

Location: Fort Wayne

Category: other-general

FROM HISTORIC MOVIE HOUSE TO HYPER-MODERN MUSIC HALL, THE CLYDE IS FORT WAYNE'S GEM PROVIDING GUESTS AN OUTSTANDING EXPERIENCE EVERY TIME THEY WALK THROUGH ITS DOORS.

The Clyde Theatre and Club Room at the Clyde, two of Northeast Indiana's premier music and entertainment destinations, consistently welcome incredible live national and regional talent to the stage night after night. We are looking for a driven, music-obsessed overachiever to help strategically promote the awe-inspiring performances on display.

The Marketing Manager will report directly to the Executive Director to create engaging marketing plans for concerts, live entertainment, and other events. The ideal candidate will showcase their creativity and knowledge of the music industry through advertising, promotions, public relations, social media, media buying, and more. The Marketing Manager will need to track spending and determine how to divide funds toward marketing individual shows. Because music is such a relational industry, the Marketing Manager also will need to grow and develop strong connections with our market's community partners.

Owner Chuck Surack helped put Fort Wayne on the music-world map with his founding of Sweetwater, the nation's largest online music instrument retailer, in 1979. His passion for leveraging the power of music to create lasting memories and meaningful connections continues today through his investments in both The Clyde and The Club Room. Come join

our team and help us write the next great chapter in Fort Wayne's music history!

KEY RESPONSIBILITIES:

Develop overall strategic marketing goals and budget for the venue and execute a results-driven plan to include advertising, promotion, partnerships, social media, and internal efforts.

Create and manage the individual event and show marketing plans to include advertising, promotion, partnerships, social media, and internal efforts.

Manage all publicity requests including press releases, solicited stories for upcoming events, and day-of-show photo/media requests.

Manage maintenance and updates of press and contact lists (radio, television, print, web).

Ensure the compiling and sending of press releases, publicity materials, and photos to writers, editors, and other promoter partners as directed.

Manage the distribution of spots to both radio and television stations.

Work with our marketing department to provide information for print ads, flyers, postcards, and posters for upcoming shows and events.

Ensure the arrangement of artist/media interviews; phone-ins, remotes, in-studio, etc.

Implement creative marketing/promotional plans with local media including the negotiation of rates and the implementation of paid/trade advertising schedules.

Develop marketing plans for Corporate Sales, VIP Sales, Venue & Event Sponsorships.

Develop and direct both show and non-show-related marketing projects and initiatives.

Direct the creation of high-impact promotions and strong consumer awareness for various events with a focus on non-paid media which results in driving ticket sales.

Build strong relationships with retail partners, social influencers, publicity firms, artist management, internal employees and management, and other industry stakeholders.

Develop and manage the venue's promotional team. Coordinate grassroots marketing efforts with local market contacts.

Maintain and create relationships with company partners to provide local and regional promotion of events.

Build and leverage the knowledge of the Fort Wayne area and outlying markets, including relationship-building efforts with key media and local influencers.

Coordinate pre-show/day of show press with independent publicists and managers.

Create, develop, and implement additional content for dark nights including but not limited to local live showcases, open mic nights, neighborhood events, and tentpole programming.

Plan and execute pre- and post-show events in and around the venue.

Work with photographers to capture real-time, night-of-show coverage for venue marketing and social channels.

Work closely with the team to create and implement ticketing promotions and programs.

QUALIFICATIONS, SKILLS, and ABILITIES:

Bachelor's degree in Marketing, Public Relations, Business, Music Industry, or related field or equivalent experience.

MUST HAVE minimum of 5 years' experience marketing in live music/entertainment industry.

Ability to work day, evening, and weekend hours based on the needs of daily business operations.

Ability to effectively prioritize and meet deadlines.

Excellent organizational skills and attention to detail.

Exceptional written and verbal communication skills to professionally present marketing concepts and strategies to artist management and the public.

Working knowledge of Microsoft Office applications (Word, Excel, PowerPoint, etc.).

Maintain a positive public/professional profile at all times.

Work well in a team environment.

Outstanding leadership qualities and abilities.

Ability to recognize and define problems, collect information, establish facts and implement innovative solutions.

Must be able to work onsite. This is not a remote or hybrid position.

COMPENSATION and BENEFITS:

Salary commensurate with knowledge and experience levels.

Generous and comprehensive benefits package.

Relocation assistance is negotiable for the right candidate.

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