

Job Title: Marketing Manager

Department: Marketing

Location: Nashville, TN or St. Louis, MO

Direct Report: Talent Buyer, The Factory & VP of Marketing, Gate 52

Job Summary

We are seeking an experienced Marketing Manager to join our marketing team. Must be innovative, entrepreneurial, and thrive in a fast-paced, dynamic, startup environment. The primary goal of this position is to grow our revenue and audiences through ticket sales, food and beverage promotion, merchandise sales, and guest experiences through effective marketing strategies.

Responsibilities & Duties

- Create and maintain marketing plans and budgets, adjusting as needed.
- Manage duties efficiently. Coordinate and communicate with other department heads to maintain effective strategies. This includes, but is not limited to: timekeeping, project management, and performance improvement and development.
- Communicate with the venue and corporate management regularly and as needed.
- Pitch stories and develop relationships with industry-related reporters and bloggers.
- Manage relationships and output from the contracted graphic designer to maintain brand standards across all venues.
- Oversee advertising settlements for each show and provide post-show marketing analytics recaps to artists and the administrative team.
- Manage onsite coverage for day-of-show marketing needs, including supporting radio partners, meet and greets, guest lists, press photographers,

and more.

- Experience in responsibly buying and reporting data for media placements for artist-driven events, internal events, and brand marketing, including, but not limited to, radio, TV, print, outdoor, and digital.
 - Develop and manage street team program.
 - Coordinate marketing efforts with other internal departments.
 - Oversee and grow social media presence, maintain websites, grow venue email database, research trends, apply promotions, and explore other opportunities.
 - Implement internal and external ad schedules appealing to specific demographics.
 - Craft, distribute, and track press releases to media outlets. Supervise publicity, advance press interviews, and work with management, labels, and public relations agencies to coordinate artist availability for event promotions.
 - Work closely with partners in ticketing, sponsorship, food and beverage, private events, and community stakeholders to assist in marketing where applicable. Includes activations, promotions, and programs.
 - Become proficient in the proprietary software and systems used by our company and industry. Including but not limited to: Prism, Sparrow, Prekindle, Slack, and other platforms as needed.
 - Other responsibilities and duties as assigned.
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Qualifications & Requirements

- Minimum 2–3 years of related work experience in the music/live events industry (show marketing a plus)
- Proficient in major social media platforms (Instagram, Twitter, Facebook, YouTube, TikTok, etc.)
- Strong communication skills: verbal, non-verbal, written, and active listening
- Proficient in Google Workspace and MS Office (Outlook, Word, PowerPoint, Excel)

- Basic knowledge of graphic design systems (Adobe, Photoshop, Illustrator, etc.)
- Self-directed and able to work independently
- Thorough understanding and experience with SEO & SEM
- Outstanding customer service and interpersonal communication skills
- Ability to multitask and prioritize multiple projects simultaneously
- Strong organization and time management skills
- Knowledge of the live music industry is preferred
- Previous venue and ticketing experience preferred
- Strong ability to manage time and prioritize tasks with clearly defined goals and objectives
- Must maintain confidentiality and use discretion with sensitive information
- Must be able to work select nights, weekends, and holidays
- Strong decision-making skills, judgment, and interpersonal effectiveness
- Must be flexible and a reliable team player across departments

Apply at: Careers@gate52.com

More information: <https://gate52.com/hiring-practices/>