



Job Title: Marketing Manager

Department: Marketing

Direct Reports: VP of Marketing at Gate 52 + General Manager at Tower Theatre

Job Summary:

We are seeking an experienced Marketing Manager to join our marketing team at **Tower Theatre, Beer City Music Hall, and Ponyboy**. Must be innovative with an entrepreneurial spirit and can thrive in a fast-paced, dynamic, startup environment. The primary goal of this position is to grow our revenue and audiences through ticket sales, brand building, beverage promotion, merchandise, upsells, and guest experiences through effective marketing strategies.

Responsibilities & Duties:

- Manage the marketing department; collaborate with external stake holders (artists, tours, agencies, etc.) and internal departments (box office, talent buying, etc.) to drive ticket sales from strategic campaigns.
- Lead and support the marketing team through scheduling, timekeeping, project management and oversight, performance reviews, and more.
- Create, direct, execute, and appropriately adjust integrated, multi-channel marketing plans end-to-end for shows across earned, owned, and paid media.
- Buy and report data regarding media placements for events and brand marketing including radio, television, print, outdoor, digital, and more.
- Maintain relationships and manage outputs from contractors, volunteers, sponsors, and partners to ensure professional and brand standards are upheld across venues.
- Collaborate with sister venues on local cross-promotional efforts and brand initiatives through giveaways, appearances, promotions, and more.
- Increase audience engagement by growing social media reach and SMS/email databases. Manage website content, research trends, apply promotions, and find opportunities to drive visibility, ticket sales, and event attendance.
- Drive incremental revenue across B2C and B2B channels through strategic upsells, marketing add-ons, and targeted audience promotions.
- Craft, distribute, and track press releases to media while supervising and coordinating event promotions, interviews, and other coverage with artist and touring teams.
- Oversee and manage onsite event coverage for day-of-show needs regarding media relations, partner activations, brand integrations, and more.
- Become proficient in the proprietary software and systems used by our company and industry. Including but not limited to: Prism, Sparrow, Prekindle, Monday Slack, Yodeck, Sling, Radical, etc.
- Other responsibilities and duties as assigned.

Qualification & Requirements:

- 3+ years experience in marketing or similar fields.
- Experience managing branded newsletters and social media accounts such as Facebook, Instagram, etc.
- Thorough Meta Business Suite and ads understanding and experience.
- Experience in the music or entertainment industry is a plus, as well as customer service, managerial/project management, and Adobe Creative Suite experience.
- Ability to communicate effectively and confidently verbally in-person or over the phone and in written forms.
- Flexible schedule with availability for nights and weekends as needed/directed.

Application Process:

- Please submit your resume, relevant work examples, and references to careers@gate52.com
Please use the subject line: Interview Request - Marketing Manager