

Ghostwriter.

JOB DESCRIPTION.

Job Title:	Marketing Coordinator	Dated: 30/06/2022
Contract:	Six months fixed term, with option to extend	
Location:	Based in the North East working from home and from the Company office in Durham, with UK travel as requested to meet the requirements of the role	
Responsible To:	Commercial Director	
Staff Controlled:	At this time, freelance marketing/digital staff	

1. RESPONSIBILITIES.

The efficient and effective operation of the business in relation to the marketing of all live events for our partner venues, clients and self-promoted events. To assist the Commercial Director in expanding this area of the Company. To implement and manage marketing campaigns to generate sales via various platforms including digital, press, radio, TV, outdoor and print. Development of Ghostwriter, Pink Dot, Live After Racing and other brands/platforms of the Company.

2. GENERAL DUTIES.

To oversee the marketing functions of the business and assist the Directors with specific tasks as directed. To work with the Promoters in the planning and delivery of event campaigns.

3. SPECIFIC DUTIES.

3.1. Professional Strategy & Business Direction (Company):

- 3.1.1. To contribute to the effective running of the business.
- 3.1.2. To be the day-to-day marketing contact for the Company with its partner venues / clients, promoters and agents.

3.2. Maintain Monitor Plan and Control (Marketing and Promotions):

- 3.2.1. Creation of engaging marketing campaigns for all internally promoted shows, externally promoted shows and client venues in order to maximise ticket sales.
- 3.2.2. Working with internal staff and external contacts; including PR companies, external venues and ticket agents, to ensure that marketing campaigns are fully and successfully executed.
- 3.2.3. Working alongside the Promoters and Ticketing team to re-evaluating and update campaigns as necessary.

- 3.2.4. Exploring marketing and advertising opportunities. The subsequent scheduling, design, production and effective distribution of assets within agreed budgets. Including but not limited to: posters, print media, local and national press.
- 3.2.5. Organising online marketing activity across all Company managed pages, including social media announcements, sponsored posts and online ads, creation of Facebook events. Managing inboxes relating to any Company social media pages.
- 3.2.6. Updating Company website including scheduling news stories and event announcements.
- 3.2.7. Liaising with agents, artist representatives, ticket agents and external designers to coordinate event artwork and ensure the smooth delivery of event announcements.
- 3.2.8. Monitor new marketing trends, offer creative ideas and suggestions to ensure our events reach the widest possible audience.
- 3.2.9. To attend Company live events across the UK where required.
- 3.2.10. Continually review systems for suitability and potential upgrading.
- 3.3. Internal and External Communication Skills:
 - 3.3.1. Ensure a smooth flow of information both internally and externally.
 - 3.3.2. Dealing with ticket agency marketing contacts and artist representatives to ensure the most impactful campaigns for our event and venues.
- 3.4. Business Administration:
 - 3.4.1. Liaising with the Office Manager & PA to the Directors and Ticketing & Promoters Assistant with various administration tasks as requested.
 - 3.4.2. Attend and contribute to regular staff meetings.
 - 3.4.3. Represent the company as required at functions and events ensuring that topics and agendas are reported back to the Directors.
- 3.5. Accountability:
 - 3.5.1. The effectiveness of the position will be measured by the delivery of completed campaigns and procedures as laid out above.

Other reasonable duties as and when required.

DOCUMENT ENDS.