**Job title:** Marketing Administrator

**Location:** Nottingham, Head Office

**Reports to:** Head of Marketing

**Contract:** Full time, permanent

**Salary:** £23,000 per annum

**About DHP Family**

DHP Family is one of the UK’s most exciting and creative entertainment companies. We have been operating venues and organising concerts for over 40 years and have grown to become a leading name in the live music industry, with a deserved reputation for our innovative and creative approach to music production and promotion.

Our Live division promotes concerts in venues across the country year-round, as well as operating festivals Bearded Theory, Splendour, Dot To Dot, Footsteps, Society Exists, Beat The Streets and Foolhardy Folk Festival.

**Job Purpose**

This role is part of our Marketing Team which oversees the marketing of our six festivals and numerous concerts throughout the year. The Marketing Administrator will be responsible for supporting the team’s delivery of marketing initiatives that drive sales and brand awareness across our full portfolio of events, as well as overseeing our social media calendars and output, including the development of our presence on TikTok. Training in digital marketing and internal company processes will be provided on the job.

**Key Responsibilities**

Overseeing the marketing for concerts taking place in DHP venues:

* Acting as main marketing contact for the concerts from announcement to show date.
* Working with stakeholders to ensure concerts are effectively promoted to maximise ticket sales.
* Creating Marketing Plans and online ads and monitoring their effectiveness.

Providing digital marketing support to the Marketing Team and for the business:

* Overseeing the DHP Family social media calendars.
* Scheduling announcement posts for concerts and festivals.
* Creating festival social media content and online ads.
* Working with our Creative Team to produce regular feature content.
* Sharing news updates, live photography and other relevant content.
* Tracking and reporting on online ads.
* Working with the Marketing Team to develop our TikTok strategy and lead on content production for the platform.

Producing and proofreading marketing assets and content:

* Monthly magazine adverts.
* Regular Gig Guide flyers and posters.
* Proofreading digital/physical/PR content produced by the Marketing Team.

Providing other administrative support to the Marketing Team:

* Working on site as part of the marketing, press and media team at our festivals.
* Administrating DHP poster orders and distribution.
* Producing hand to hand flyering lists for upcoming concerts regionally.
* Maintaining the DHP Family website, adding news articles and jobs listings.
* Providing administrative support for festival press.
* Providing additional support to the team as directed by line manager.

**Experience, Skills, Attributes and Qualifications**

* A love of live music and an interest in the industry.
* Proficient in social media, with knowledge of the latest trends and emerging platforms.
* Excellent copywriting and creative skills.
* IT literate, with knowledge of Microsoft programs like Word and Excel.
* An excellent communicator who is confident sharing ideas.
* Organised with great attention to detail.
* A quick learner with a positive attitude.
* Ability to think outside the box and explore new methods.
* A basic knowledge of paid digital marketing across Meta and TikTok is desirable but not essential as training will be provided.

**Joining The Family**

DHP Family is a committed Equal Opportunities employer promoting equality of opportunity. This means that everyone who either applies to or works for the Organization is treated equally, and we welcome applications from candidates no matter their gender, age, ethnic origin, nationality, marital status, disability, sexual orientation, or religious beliefs.

**How To Apply**

If this sounds like you, we’d love for you to get in touch! To apply, please send your cover letter, CV and 100 words about your favourite gig experience to careers@dhpfamily.com by 14th March.

Due to the high volume of applications, we will only contact shortlisted applicants within 1 week of the closing date.