**Job title:** Marketing Manager

**Location:** Nottingham, Head Office

**Reports to:** Head of Marketing

**Contract:** Full time, permanent

**Salary:** £26,000-£29,000 per annum (dependent on experience)

**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**

DHP Family’s Marketing Team oversee the marketing of our six festivals and numerous concerts throughout the year. This role as a Marketing Manager will work in tandem with other marketing leads to deliver marketing initiatives across the live portfolio, taking sole responsibility from announcement to show date for delegated concerts, tours and festivals.

This particular Marketing Manager position encompasses responsibility for Dot To Dot Festival, as well as a diverse assortment of concerts and tours as delegated by the Head of Marketing. The shows will range from well-known artists in prestigious theatre venues, to the most exciting emerging acts touring the vital independent grassroots circuit. Each artist and venue come with their own unique approach and challenges, so a creative and adaptable mindset is a must. Working with hundreds of artists a year, the Marketing Manager role demands constant liaison with many people both within the organisation and externally, so excellent communication and organisational skills are essential.

**Key Responsibilities**

Managing marketing for selected concerts and tours from pre-announce to the day of show:

* Creating and executing national and local marketing plans, working within strict budgets to deliver campaigns on and offline, and monitoring their effectiveness.
* Overseeing all elements of the marketing for assigned shows across online, print and press, and being a singular marketing contact for all stakeholders.
* Working closely and regularly meeting with show bookers to understand priorities.

Managing the marketing for Dot To Dot Festival and working across other festival events:

* Taking year-round ownership for festival promotion, with a focus on maximising ticket sales during on sale months, and elevating brand presence and awareness throughout.
* Managing the marketing budget, strategizing and implementing digital and print campaigns that deliver a good ROI.
* Managing the festival social media calendar and overseeing production of highly engaging content campaigns, with a drive towards video and TikTok.
* Overseeing output on behalf of the festival across online, press and print.
* Managing on-site marketing, photography, videography and press teams on event days.
* Managing relationships with external agencies, such as photographers, videographers, press, and event partners.
* Collaborating with the team on their events and working on-site at other DHP festivals.

Supporting Marketing Team operations:

* Appropriately recording all marketing efforts and assets, making sure plans and spends are up to date, and leading on certain administrative tasks on behalf of the department.
* Proofreading marketing assets (artwork, press releases, mailouts etc).
* Working with Head of Marketing on developments to marketing processes.
* Working on departmental and company-wide projects as agreed with line manager.
* Any other task associated with your skill set which may be requested by line manager.

**Experience, Skills, Attributes and Qualifications**

* A love of live music and knowledge of the industry.
* Experience running mixed marketing campaigns from start to end.
* Strong organizational skills and impeccable attention to detail, with the ability to manage multiple projects simultaneously.
* Excellent communication, copywriting and creative skills.
* Ability to work in a fast-paced, high-energy environment and juggle priorities.
* Ability to work collaboratively and lead other team members.
* Proficient user of Meta Business Suite, Meta Ads Manager and WordPress.
* Proficient social media user and versed in the latest trends and emerging platforms.
* Proficient user of Microsoft Office (in particular Word and Excel).
* Knowledge of creative platforms and experience coordinating engaging static and video content campaigns for social media.
* 4+ years of experience in a similar marketing or music-based role.

**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 250 words reviewing your favourite gig experience to careers@dhpfamily.com by 24th March. Due to the high volume of applications, we will only contact shortlisted applicants within 1 week of the closing date.