

**Job Title:** Digital Marketing Officer

**Location:** Cardiff Central

**Salary:** Dependent on experience

## Overview of role

Orchard Live are Wales largest independent promoter. We promote over 150 shows a year, much of our work being outdoor shows in the summer season but we also promote arena, theatre and club shows and are 3 times recipients of the regional promoter of the Year at the Live UK Business awards. We have an exciting opportunity for a marketing professional to join our team and join us in in the next phase of our growth.

As the Digital Marketing Officer, you will be responsible for marketing all Orchard Live shows. Across all platforms You will be expected to use your digital marketing experience to implement marketing campaigns to maximise sales for new shows and events via various digital platforms and other mediums.

You will work on developing all of Orchard Live's marketing channels to ensure we remain at the forefront of our industry. You will be highly efficient team player and communicator, organised and enthusiastic with an ability to thrive under pressure in a stressful environment and a passion for the music industry.

The Digital Marketing Officer will also be expected to market all events promoted by Orchard Live in conjunction with other partners and promoters in a cost effective, efficient manner to the excellent first class standards upon which Orchard Live has built its reputation.

Please apply by sending us a copy of your CV and covering letter by 1<sup>st</sup> October to [jointheteam@thinkorchard.com](mailto:jointheteam@thinkorchard.com)

## Specific Responsibilities

- Working closely with members of the press and marketing agencies and online content creators to create and implement marketing campaigns for Orchard Live shows and events, including co-promotions with other event promoters.
- Liaising with our external agencies to set up digital advertising campaigns and overseeing the running and optimisation of these campaigns across multiple online channels. This could include social media advertising, PPC, programmatic, video pre-roll, audio & display advertising.
- Working closely with Orchard Lives key ticket agency contacts as well as other key partners ensuring all Communications with our customers are to the highest possible standard as well as ensuring all show and event ticket presales, marketing campaigns and bespoke digital marketing initiatives run effectively.
- Coordinating the creation of artwork, video trailers and other digital assets for online campaign use.
- Managing and creating email marketing campaigns (CRM).
- Pulling and interpreting data and using analytics to drive better ROI results and improve customer experiences.

- Creating and optimising content for Orchard Live owned websites.
- Managing and creating influencer marketing campaigns.
- Reviewing new technologies, techniques and digital marketing opportunities and offering creative ideas and suggestions.
- Whilst much of the emphasis of the marketing mix will be digital, you will need to implement and understand more traditional elements of the marketing mix including PR as well.
- To work out of hours as required, including on site at festivals and outdoor shows.

## All about you

- A suitable qualification and/or education to degree level is desired, and a minimum of 2 years digital marketing experience is required. Including running paid marketing campaigns.
- A strong knowledge & understanding of the music industry is preferable.
- Experience and knowledge of social media, digital marketing channels and advertising platforms.
- Experience with digital scheduling tools such as Hootsuite & Linktree.
- Experience with database/ mailing list platforms, such as Mailchimp
- Experience and good working knowledge of Analytical tools and platforms and the ability to report and analyse key metrics on a regular basis.
- Experience working under pressure to tight deadlines in a fast-paced environment.
- Ability to handle multiple projects at any one time and to work to deadlines.
- Exceptional communication skills and an ability to write and edit copy concisely.
- Excellent organisational skills and attention to detail.
- Enthusiasm for the role and a willingness to assist and work as part of a strong team.
- Welsh speaker would be advantageous.