
Job Description Assistant

Digital Marketing Assistant Job Description

The Digital Marketing Assistant reports directly to the Marketing Manager and is responsible for executing any tasks that are delegated by the Marketing Manager in order to help accomplish our clients' goals. We are a fast-paced digital agency so the ideal candidate will live and breathe digital marketing and have a desire to work in the music industry above all else. Previous social media marketing and community management experience is necessary.

Additionally, our assistants keep a pulse on our clients' fans and cater the content to be innovative, bold and on-brand to keep their fans excited and engaged.

Responsibilities:

- + Daily digital maintenance on artist properties.
- + Creative and grammatically flawless copywriting for client digital properties.
- + Working directly with artists and their teams to create compelling and competitive content for online properties.
- + Creating out of the box ideas and opportunities for clients including digital trends, collaborations, on site events and content creation.
- + Monitoring comments and sentiment for clients.
- + Weekly and monthly detailed reports for clients.
- + Data Entry/Content Posting - i.e. tour dates, uploading photos, content etc.
- + Rollout of approved, engaging content, optimized to best perform on each platform.
- + Developing and executing online promotions.
- + Assisting with digital marketing concepts and overall digital strategy.
- + Working with marketing manager on various digital marketing initiatives.
- + Any other various tasks that help our clients.

Qualifications:

- An absolute passion for the music and entertainment industry. You know that this is your one and only calling. You can't do anything else in life. You are destined for this.
- You understand that no creative, management centric job in the music business is a 9am-5pm job, and you have accepted that is just the way it is. Music is a big part of the general public's nights and weekends, so sometimes you have to be working during those times to help our clients entertain the rest of the world.

There will be late nights and weekend hours.

- Ability to create your own work-life balance. You have to be able to predict when your schedule is going to be busy, when there will be good moments to take time off, and take advantage of those moments. We don't expect you to work all the time, but sometimes a person is their own worst enemy when it comes to that. Self responsibility on taking care of yourself and much as you take care of your clients is important in this job.
- Incredible work ethic. You pride yourself on doing an amazing job, no matter how big or small the task is.

You don't show up to work simply to collect a paycheck. You have a passion for doing a job that helps your clients and their fans, and you want the work that you do to truly make an impact.

- You love pop culture, and you love the internet. You are one of the people who knows about the Dolly Parton Challenge and the fact that Baby Yoda is blowing up before everyone else does. You know something is a trend before it's actually a trend.
- You are not entitled. You understand that hard work gets you places in your career, and that you don't just deserve glory and praise in your career because you got out of bed this morning.
- You are fearless and speak up. You don't just not do a task because you didn't understand it. You ask the right person the right questions as soon as you need help.
- Ability to keep a pleasant and positive attitude when it comes to doing your job. It's important to always be respectful to our clients, our partners, and our internal colleagues.
- Must use Apple products - i.e. Macbook and iPhone.
- Must be comfortable with all Google products - i.e. Gmail, Google Alerts, Google Drive, Google Keep, and other G-suite products.

- Attention to detail and a grammatical czar. You will be writing and correcting social media copy, clicking on links to see if they work and many other similar tasks. You need to be the one finding any possible errors and getting them corrected before the client does.
- Comfortable working in an office environment and/or remotely. There will be different situations and occasions where you have to work in either environment.
- Comfortable with sitting at a desk for 8+ hours per day.
- Comfortable with working on a computer and/or iPhone for 8+ hours per day.
- Collaborative and friendly with other team members. Our office culture is important, and we all like to lift each other up.

Job Type: Full-time