
Job Description Digital Account Marketing Manager

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Account manager will be the driving force to bring value to our clients in the digital space. From managing relationships between Crowd Surf and its clients/artists, to ensuring that our client's goals are being met through creative digital strategy and ideation, this person will communicate with clients on a daily basis, work with other team members to achieve creative goals, and constantly be on the lookout for new and exciting digital trends to incorporate into their ideas. Ultimately, the account manager will help drive revenue for both our clients and Crowd Surf.

Responsibilities

Directly Responsible for obtaining results for clients needs

- + Communicate with all clients, artists and teams on a daily basis via email and phone.
- + Oversee overall digital strategy on all clients' social properties, websites, mailing lists, retail spaces, apps, etc.
- + Oversee content strategy/optimization. Create/source new photo & video shoots as needed
- + Working directly with artists and their teams to expose them to new technology and educate them on digital platforms.
- + Working directly with artist and their team to create creative content for online properties.
- + Planning and spearheading big picture creative content strategies around products and services. Integrate with tech partners, influencers, brands, etc. as needed.
- + Finding creative ways to directly connect artists to fans both digitally and physically.
- + Working with client to increase revenue streams amongst the clients' services and products.
- + Constantly survey and bring value to anywhere our clients are represented in the digital space
- + Oversee and train marketing team of coordinators, assistants and interns

Qualifications

+Self Starter!

- + Results driven performer
- + 2-3 years working in the music business
- + 2-3 years' marketing experience, digitally focused
- + Excellent organizational skills
- + Understand that this isn't a 9-5 job. Sometimes you have to work for a couple hours on the weekend, attend a show, or answer an email before you go to bed.
- + Must be a bona fide FAN. A living, breathing, streaming, concert-going fan will succeed in this role

Benefits of Crowd Surf:

- + Remote schedule with office space available at your convenience
- + Ability to flex your creativity - no 2 projects are alike
- + Free Spotify Premium
- + Paid holiday, vacation, personal, sick, volunteer, paternity/maternity leave
- + Health, Dental, Vision Insurance

NOTE: Night / weekend hours required.

Job Type: Full-time