



EVENT MARKETING MANAGER

JOB OVERVIEW:

The Event Marketing Manager will execute the marketing and promotional strategies for all consumer-facing ticketed events at AREA15. This experienced individual will report to the Executive Director of Brand Marketing & Communications and work closely with the Events and Entertainment and Creative teams to develop and execute marketing and promotions strategies for large- and small-scale events, both co-produced and AREA15 produced.

The Event Marketing Manager will be responsible for creating workflows, trafficking campaign creative, and working with external promoters to set a strategy prior to selling tickets. Once an event is on sale, the person in this role will continue to execute marketing and sales strategies to generate revenue and meet sales goals.

RESPONSIBILITIES AND DUTIES:

- Work closely with the Event and Experience teams to ensure alignment of programming and sales goals for each event.
- Work closely with Event and Experience teams to plan marketing initiatives based on the company's event calendar.
- Work closely with Senior Marketing Manager to align on overall marketing strategy.
- Work closely with Social Media Manager to coordinate specific event campaign promotion on organic and paid social media channels
- Execute strategic initiatives and campaigns to launch and promote consumer-facing events.
- Create workflows for event campaign creative, act as project manager to ensure deadlines are met.
- Execute marketing launch plans for events based on individual budget.
- Manage, monitor, and analyze all digital marketing campaigns, paid social, email, and traditional OOH media campaigns to support all event programming.
- Plan, develop and direct creative campaigns (print, web, media, social media, etc.) for all events.
- Plan promotional campaigns such as contests, coupons, or giveaways to drive ticket revenue.
- Plan advertising campaigns, including which media to advertise in, such as radio, television, print, online media, and billboards.



EVENT MARKETING MANAGER

RESPONSIBILITIES AND DUTIES (CONTINUED):

- Work with ticketing operations and web team on copy and content for each event.
- Manage external partners such as promoters, ticket brokers, street teams, ad agencies to ensure event marketing strategy is implemented.
- Work cross-functionally with ticketing operations, visitor services, events, and operations to ensure event ticketing go on- sale in a coordinated manner.
- Manage all aspects of the creative campaign process with internal designer and/or freelancers.
- Primary point person for all 3rd party events, managing external agencies, promoters, or ticketing brokers to ensure the brand standard is applied and timelines are met.
- Manage marketing budget specific to each event.

QUALIFICATIONS AND SKILLS:

- Bachelor's degree in marketing or similar field
- Five years or more event marketing and promotions experience
- Experience working in the Las Vegas music and events industry
- Experience working with music promoters, experiential marketing agencies, and ticket brokers
- Ability to prioritize, organize and manage multiple tasks, meet deadlines and articulate various program aspects and needs
- Team player, willing to do anything to get the job done
- Strong written and verbal communication skills
- Detail-oriented, data-driven, with a high degree of financial literacy
- Must be able to work in a (very) fast-paced environment, multi-task and prioritize, and collaborate closely with multiple business units



EVENT MARKETING MANAGER

ABOUT AREA15:

AREA15, located minutes from the Las Vegas Strip, is the world's first purpose-built experiential entertainment district offering live events, immersive activations, monumental art installations, extraordinary design elements, unique retail, ground-breaking technology, bars and eateries and much more. With a growing collection of dynamic destinations including [Dueling Axes](#), [Emporium Arcade Bar](#), [Lost Spirits Distillery](#), [Oddwood Bar](#), "[Wink World: Portals Into The Infinite](#)," [Museum Fiasco](#), [Rocket Fizz](#), [Five Iron Golf](#), [The Beast by Todd English](#), [OZ Experience](#) and anchor experience, [Meow Wolf's Omega Mart](#), AREA15 is an ever-changing art, retail and entertainment destination attracting locals and tourists of all ages.

For more information visit www.AREA15.com and follow on Instagram and Twitter: @AREA15Official; Facebook: [AREA15LasVegas](#) and YouTube: [AREA15](#).

AREA15 is an equal opportunity employer and values diversity. We are committed to complying with all federal, state and local laws providing equal opportunities and all other employment laws and regulations.

TO APPLY :

PLEASE FILL OUT OUR [EMPLOYMENT APPLICATION FORM](#) AND ENTER "JOB TITLE" AS THE POSITION YOU ARE APPLYING FOR.