

ASSOCIATE MARKETING MANAGER



JOB OVERVIEW:

The Associate Marketing Manager will coordinate marketing initiatives relating to AREA15, its owned and affiliate activations, experiences, music/entertainment ticketed events, and food & beverage offerings. The Associate will support and execute comprehensive marketing plans, campaigns, and initiatives to drive foot traffic, generate revenue before guest arrival, upsell on-site, and securing repeat business after guest departure. Responsibilities include coordinating, creating, developing, and executing marketing campaigns. The Associate will help produce and deploy email and social content and experiential activations.

Critical to the role is creativity, innovation, and being a self-starter.

RESPONSIBILITIES AND DUTIES:

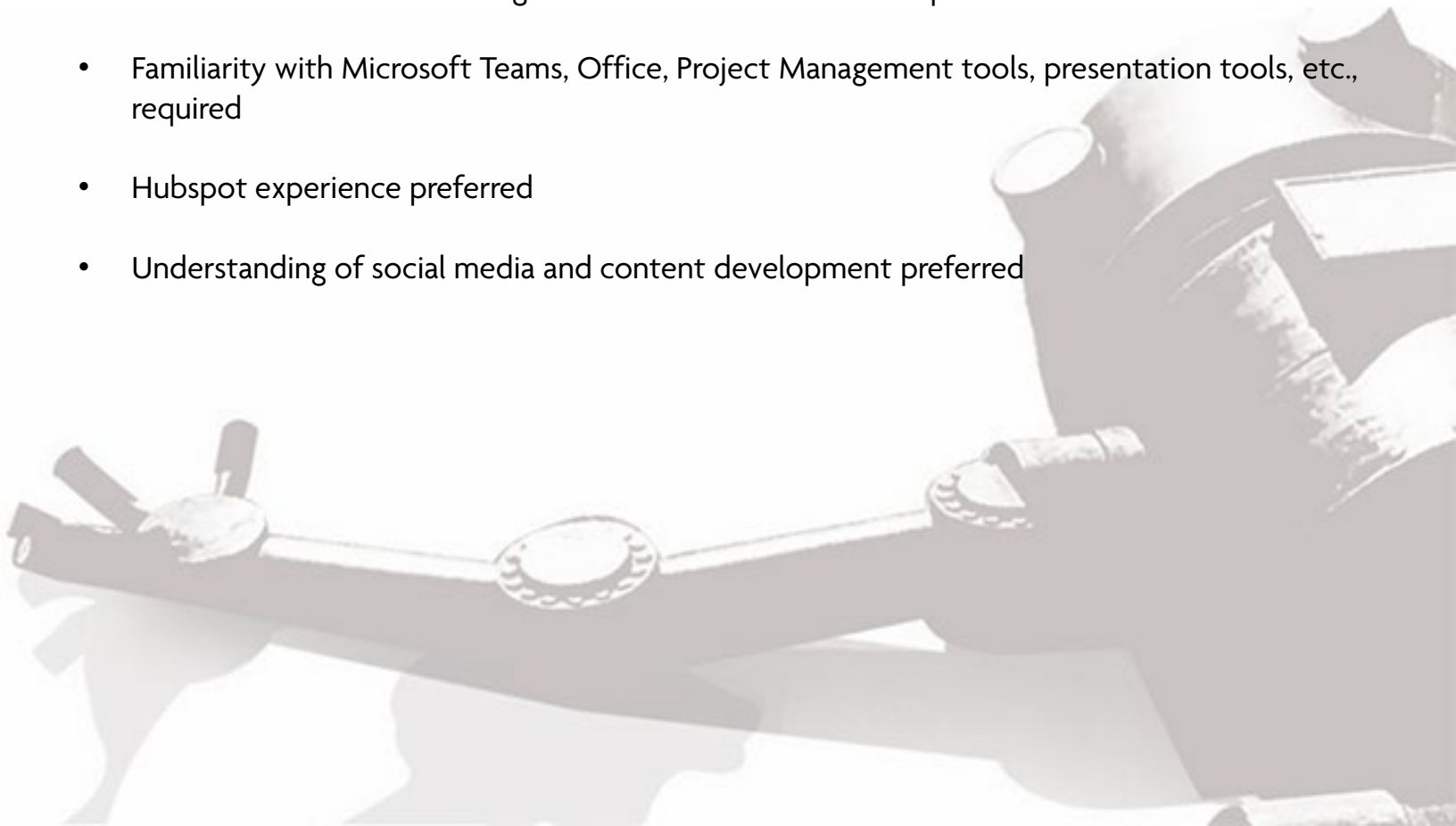
- Support ongoing marketing initiatives and programs to target locals, tourists, and convention businesses to promote AREA15 as a must-see destination in Las Vegas.
- Coordinate and traffic promotional campaigns to build awareness and drive visitation.
- Work closely with the event, operations, activations, and retail teams to ensure alignment of programming and sales goals.
- Request creative assets and monitor digital marketing campaigns, paid social, email, and traditional OOH media campaigns for event programming, AREA15 owned & operated businesses, partners, and ticketed events.
- Coordinate promotional printing and production of marketing collateral with third-party service providers.
- Manage inventory of promotional products and materials.
- Work directly with outside agencies to direct support needed for all marketing initiatives.
- Work closely with cross-functional teams in Events, Attractions, Operations, and tenant experiences to support marketing strategies and tactics.
- Collaborate with Social and Creative teams on email and social content.
- Manage filing and storage of all marketing, digital, and creative assets, and photo and video content.
- Produce weekly and monthly trackers and reports to analyze and optimize campaigns; deliver regular reports of campaign results, including evaluation of KPIs/ROI
- Work closely with Event and Entertainment teams to provide all marketing and sales support for AREA15 produced events and 3rd party events.
- Work cross-functionally with ticketing operations, visitor services, events, and operations to ensure event ticketing go on- sale in a coordinated manner.
- Proactively keep abreast of current trends and events in marketing, social technologies, new media, and relevant industries (i.e., themed and immersive entertainment).
- Source and develop industry relationships and promoters in Las Vegas to cultivate new audiences for AREA15.

ASSOCIATE MARKETING MANAGER



QUALIFICATIONS:

- 2-4 years professional experience in marketing departments or agencies in Las Vegas preferred
- 2-3 years of experience in Attractions, Hospitality, Day/Nightlife, Restaurants, or Retail
- 1-2 years professional experience coordinating projects and producing reports
- Passion and interest in Music, Entertainment &/or Hospitality is highly desirable
- Team player, willing to do anything to get the job done
- Strong creative 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
- Must be able to work evenings and weekends at events and promotions
- Familiarity with Microsoft Teams, Office, Project Management tools, presentation tools, etc., required
- Hubspot experience preferred
- Understanding of social media and content development preferred



ASSOCIATE MARKETING MANAGER



ABOUT AREA15

AREA15, located minutes from the Las Vegas Strip, is the world's first purpose-built experiential entertainment complex 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](#), [Lost Spirits Distillery](#), Oddwood Bar, Wink World, The Beast, a culinary experience by Todd English, and anchor experience, Meow Wolf's Omega Mart, AREA15's 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 "ASSOCIATE MARKETING MANAGER" AS THE POSITION YOU ARE APPLYING FOR.

