



International Music Network

278 Main Street, Gloucester, MA 01930

Job Description – Marketing Assistant

Position Summary: A ground-level opportunity to work in shaping the marketing initiatives of one of the leaders in the cultural arts touring industry. For over three decades, IMN has established and maintained its reputation as one of the most respected boutique agencies for jazz, world, and other progressive musical idioms. With the goal of providing the highest quality of marketing services to IMN's clients and partners, the Marketing Assistant will report to the Director of Marketing and work as a vital member of a team whose passion for music ensures a dynamic environment. This position offers the invaluable opportunity to gain a broad range of experience in the music industry by working closely with IMN's marketing, management, and booking departments, in addition to our vast worldwide network of artists, promoters, record labels, and other industry professionals. This position is ideal for candidates with a passion for the performing arts who wish to begin a career in marketing, arts administration, tour booking, or artist management. We seek a team player with superior communication skills, willing to jump in and help tackle whatever this fast-paced industry throws our way.

Duties and Responsibilities:

- Assist in the design, composition, and execution of e-blasts, social media ads, print materials, and brochure copy
- Help to maintain and bring compelling content to IMN's and management clients' websites and social media
- Manage the proper storage and assist in the distribution of artists' promotional materials
- Interface with presenters, publicists, labels in facilitating marketing outreach and support
- Track, record, and report e-marketing analytics and manage expansion of IMN contact databases
- Collect and report ticket counts, as needed
- Regularly update IMN profiles on third party websites (e.g. Pollstar, Celebrity Access, etc.)
- Provide general administrative support for the Director of Marketing and the Director of IMN
- Intercept and handle calls and emails
- Tackle additional tasks as needed in the unpredictable workflow of the music industry

General Qualifications:

- 1-2 years of general office experience and a college degree
- Superior written and verbal communication skills and attention to detail is essential
- Self-motivated, creative problem-solver, and able to manage multiple tasks in a fast-paced environment
- Positive attitude toward flexibility is essential
- Knowledge of the entertainment or marketing industry is preferred, a passion for and knowledge of music and the performing arts is fundamental

Technology Skills Required:

- Proficiency with MS Office Suite including Word, Excel, Adobe, Outlook, Photoshop, and common social media websites and apps
- Experience using email marketing services such as MailChimp and Constant Contact is preferred
- Database/calendar program knowledge is a plus
- Must possess the capacity and willingness to learn new information systems

This is a fulltime position. IMN is an equal opportunity employer.

Please send cover letter along with a resume to employment@imnworld.com- NO PHONE CALLS