



Digital Marketing Specialist

About Outback Presents:

Outback Presents is the largest independent promoter of live entertainment in North America, known for delivering unforgettable experiences for audiences nationwide. We are seeking a tech-savvy, data-driven **Digital Marketing Specialist** to join our marketing team. This role is perfect for someone passionate about digital strategy, audience growth, and performance optimization in the fast-paced world of live events.

Core Competencies:

- **Digital Expertise:** Expertise in designing and executing comprehensive digital marketing campaigns that drive ticket sales and brand growth.
- **Data-Driven Mindset:** Skilled in data analysis, audience segmentation, and performance optimization.
- **Creative Execution:** Strong understanding of digital creative, content development, and brand storytelling.
- **Attention to Detail:** Meticulous in campaign setup, data tracking, and performance analysis.
- **Technical Proficiency:** Advanced knowledge of digital ad platforms, analytics tools, and marketing automation systems.

Key Responsibilities:

- **Campaign Management:** Plan, execute, and optimize digital ad campaigns across platforms like Meta (Facebook/Instagram), Google, TikTok, YouTube, and programmatic networks.
- **Audience Targeting:** Use customer data, ticketing insights, and behavioral analytics to define target audiences and create highly personalized ad experiences.
- **Content Development:** Collaborate with creative teams to produce impactful digital content, including display ads, video, and social media assets.
- **Data Analysis:** Track and analyze digital campaign performance, providing regular reports to internal teams and key stakeholders.

- **Optimization:** Continuously test and refine ad creative, targeting, and bidding strategies to maximize ROI and reduce customer acquisition costs.
- **Pixel Management:** Set up and manage tracking pixels, conversion events, and retargeting campaigns to capture valuable audience data.
- **Innovation:** Stay ahead of digital marketing trends, platform updates, and emerging technologies to keep Outback Presents at the cutting edge of digital promotion.
- **Cross-Functional Collaboration:** Work closely with marketing strategists, creative teams, and sales departments to ensure seamless execution of integrated campaigns.

Key Responsibilities:

- **Strategy Development:** Design and lead digital marketing strategies for national tours, festivals, and special events, aligning with broader marketing goals.
- **Campaign Management:** Plan, execute, and optimize complex digital ad campaigns across platforms like Meta (Facebook/Instagram), Google, TikTok, YouTube, and programmatic networks.
- **Audience Insights:** Use customer data, ticketing insights, and behavioral analytics to create highly targeted ad experiences and personalized retargeting campaigns.
- **Performance Optimization:** Continuously test and refine ad creative, targeting, and bidding strategies to maximize ROI and reduce customer acquisition costs.
- **Reporting and Analysis:** Create in-depth performance reports, providing actionable insights to senior leadership and internal teams.
- **Platform Mastery:** Stay up-to-date on digital marketing trends, platform updates, and emerging technologies to keep Outback Presents at the cutting edge of digital promotion.
- **Pixel and Event Management:** Set up and manage tracking pixels, conversion events, and data integrations to capture valuable audience data.
- **Collaboration:** Work closely with marketing strategists, creative teams, and sales departments to ensure seamless execution of integrated campaigns.
- **Mentorship:** Provide guidance and mentorship to junior digital marketers, fostering a collaborative and high-performance work environment.

Qualifications:

- 5+ years of experience in digital marketing, advertising, or media buying (live events experience strongly preferred).
- Proven track record of managing successful digital ad campaigns across multiple platforms.
- Strong analytical skills, with experience using tools like Google Analytics, Meta Ads Manager, TikTok Ads, and CRM platforms.
- Advanced understanding of audience segmentation, data capture, and performance optimization.
- Excellent written and verbal communication skills.
- High attention to detail and ability to manage multiple campaigns simultaneously.
- Bachelor's degree in marketing, communications, business, or a related field.

Additional Details:

- **Location:** Nashville, TN (This is not a remote position).
- **Office Hours:** Monday through Friday, 9AM-6PM.
- **Compensation:** Competitive salary, commensurate with experience, plus full benefits.

Equal Opportunity:

Outback Presents is an Equal Opportunity Employer. All applicants will receive consideration for employment without regard to age, disability, national origin, race, color, religion, sex, sexual orientation, gender identity, pregnancy, veteran or military status, marital or civil partnership/union status, alienage or citizenship status, or creed.