



## Tour Marketing Associate

### About Outback Presents:

Outback Presents is the largest independent promoter of live entertainment in North America, ranked #6 globally. We are seeking a highly organized, proactive Tour Marketing Assistant to support our marketing team. This role is perfect for someone passionate about live events, with an interest in building a career in concert promotion and marketing.

### Core Competencies:

- **Organizational Skills:** Ability to manage multiple tasks, prioritize effectively, and meet deadlines in a fast-paced environment.
- **Communication:** Clear, professional communication with internal teams, artists, and external partners.
- **Attention to Detail:** Meticulous in managing promotional materials, timelines, and data entry.
- **Digital Marketing:** Basic understanding of social media, digital advertising, and audience engagement strategies.
- **Team Collaboration:** Eager to support senior team members and contribute to a positive, collaborative work environment.

### Key Responsibilities:

- **Campaign Support:** Assist in the planning, execution, and monitoring of marketing campaigns for live events, including digital ads, social media posts, and grassroots promotions.
- **Asset Management:** Organize and distribute marketing assets, including posters, graphics, and digital content, to venue partners, artists, and media outlets.
- **Reporting:** Compile and track campaign performance data, including ticket sales, ad spend, and audience engagement, for team analysis and reporting.
- **Vendor Coordination:** Communicate with vendors, media partners, and production teams to ensure timely delivery of marketing materials.
- **Administrative Support:** Maintain marketing calendars, coordinate internal meetings, and assist with budget tracking and invoice processing.
- **Research:** Stay up-to-date on industry trends, competitor activities, and emerging marketing technologies.

### Qualifications:

- Bachelor's degree in marketing, communications, business, or a related field (or equivalent experience).

- Strong organizational and multitasking skills.
- Basic understanding of digital marketing, social media, and content creation.
- Excellent written and verbal communication skills.
- Positive attitude, strong work ethic, and a collaborative mindset.
- Ability to thrive in a fast-paced, high-pressure environment.

**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.

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