



## Tour Marketing Director

### About Outback Presents:

Outback Presents is the leading independent live entertainment promoter in North America, ranked #6 among top promoters worldwide. We're looking for a dynamic, strategic marketer with a deep passion for live events to lead our marketing efforts for a diverse roster of tours spanning multiple genres, venue sizes, and markets.

### Key Responsibilities:

- **Strategic Leadership:** Develop and execute high-impact marketing plans, leveraging traditional, digital, and unconventional tactics tailored to each artist, venue, and market.
- **Team Management:** Lead a marketing team, fostering an artist-first culture with a focus on collaboration, innovation, and results.
- **Stakeholder Collaboration:** Coordinate with artists, agents, managers, venue partners, and vendors to deliver exceptional campaign performance.
- **Performance Analysis:** Monitor ticket sales, analyze campaign effectiveness, and provide insights on market trends and audience behavior.
- **Operational Excellence:** Implement and enforce best practices in marketing operations, budget management, and strategic planning.
- **Partnership Development:** Build and maintain relationships with industry vendors to optimize campaign efficiency and maximize impact.

### Qualifications:

- Bachelor's degree in marketing, communications, or a related field.
- 8 years of live event marketing experience, with a proven track record in ticket sales and audience engagement.
- Strong leadership skills, with the ability to inspire cross-functional teams and drive performance.
- Deep understanding of digital media, market research, social media strategy, and customer data analysis.
- Excellent communication and problem-solving abilities, with meticulous attention to detail.
- Positive attitude, strong work ethic, and a collaborative mindset.

### Additional Details:

- Location: Nashville, TN
- Office Hours: Monday through Friday, 9AM-6PM
- 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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