



Tour Marketing Manager

About Outback Presents:

Outback Presents is the largest independent promoter of live entertainment in North America, ranked #6 globally. We are looking for a highly motivated, detail-oriented Tour Marketing Manager to join our team. This role is perfect for someone passionate about live events, with a knack for innovative marketing strategies and strong relationship management.

Core Competencies:

- **Strategic Marketing:** Ability to develop and implement data-driven, multi-channel marketing strategies that align with artist goals and maximize ticket sales.
- **Relationship Management:** Skilled at building and maintaining strong partnerships with artists, managers, agents, and venue partners.
- **Analytical Mindset:** Proficient in analyzing market trends, audience behavior, and campaign performance to inform strategic decisions.
- **Creative Problem-Solving:** Capable of navigating complex challenges with a focus on delivering impactful results.
- **Leadership:** Effective at managing cross-functional teams and fostering a collaborative, artist-first work culture.

Key Responsibilities:

- **Campaign Development:** Plan and execute comprehensive marketing campaigns for a diverse roster of tours, leveraging digital, traditional, and grassroots strategies to maximize ticket sales.
- **Brand Alignment:** Work closely with artists, managers, agents, and venue partners to craft messaging that aligns with each artist's brand and resonates with target audiences.
- **Data-Driven Insights:** Track ticket sales, analyze campaign performance, and optimize marketing plans based on audience insights and industry trends.
- **Budget Management:** Develop and manage campaign budgets, ensuring cost-effective spending and high ROI.
- **Collaboration:** Partner with cross-functional teams to coordinate promotions, ticketing strategies, and media buys, ensuring seamless execution.
- **Relationship Building:** Cultivate strong, lasting relationships with media partners, vendors, and other key stakeholders.
- **Reporting:** Prepare detailed performance reports to share with internal teams and stakeholders, highlighting campaign outcomes and areas for improvement.

Qualifications:

- Bachelor's degree in marketing, communications, or a related field.

- 3-5 years of experience in live event marketing or a related field.
- Strong project management and organizational skills, with the ability to juggle multiple campaigns simultaneously.
- Proficiency in digital marketing, social media strategy, data analysis, and market research.
- Excellent written and verbal communication skills.
- Positive, proactive attitude with a collaborative mindset.
- Ability to work in a fast-paced, high-pressure environment.

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.
