



## Job Description

**Job Title:** Content and Marketing Specialist

**Reports To:** Director of Sales

**Department:** Executive

**Supervises:** N/A

**FLSA Status** Non-Exempt

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**POSITION SUMMARY:** This position is responsible for assisting the sales department and executive team with day-to-day duties and special projects as needed. To coordinate marketing all aspects of the Renasant Convention Center and Cannon Center for the Performing Arts. The position will manage traditional media buying, promotions, public relations, and grassroots efforts for events and the promotion of the facilities in the marketplace. Assist in coordinating event marketing for all events at both venues thru various social, public relations and paid advertising opportunities to drive awareness and ticket sales. Be a committed and organized user of social media tools, with an understanding of how to drive programs through social media channels, manage database marketing to reach new customers and drive increased revenue. Work closely with Memphis Tourism to support destination marketing.

**ESSENTIAL FUNCTIONS:** *This position description is not intended to be an exhaustive list of all duties, knowledge or abilities associated with this classification, but are intended to accurately reflect the primary job elements.*

### **DUTIES AND RESPONSIBILITIES:**

1. Under the Direction of the Director of Sales, position will work with our entire team to develop an Annual Marketing Plan for the Renasant Convention Center and Cannon Center for the Performing Arts.
2. In coordination with Memphis Tourism and Event Marketing, develop an Annual Social media plan for the venues and provide strategic recommendations, planning and execution to increase exposure on all social media channels.
3. Research and evaluate prospective advertising opportunities.
4. Negotiate, implement and evaluate media, promotional and sponsorship deals for events.

5. Evaluate advertising efforts.
6. Create content with media releases, media alerts, feature articles, factsheets, biographies, etc.
7. Assist in producing an Annual Report
8. Assist in development of annual budget.
9. Work closely with Director of Sales supporting sales activities such as development of sales presentations/packages, proposals, etc.
10. Work with Memphis Tourism staff to:
  - a. Interact with local and national consumer and trade media
  - b. Pursuing editorial opportunities
  - c. Creating editorial calendars
  - d. Creating industry events calendars
  - e. Arranging and supervising media interviews
11. Work closely with Cannon Center team for assistance in promoting all shows and events.
12. Research, support and assist in planning and developing specific self-promoted special events which can include budget and forecasting, sponsorships and organization.
13. Develop and maintain relationships with promoters, event producers, sub-contractors and tenants which may include media buying assistance to event promoters.
14. Write and distribute press releases and media drops while maintaining accurate media contact databases; act as liaison with media for interviews and appearances with artists and/or show representatives; create and maintain media relationships; pitch story ideas to media.
15. Develop and create collateral materials such as digital and print advertisements, radio and TV spots, website artwork, promotional pieces, schedules, calendars, newsletters, and more.
16. Maintain the facility's website and take initiative to activate promotional opportunities online.



17. Manage marketing database, create all outgoing emails, evaluate campaigns, create re-targeting campaigns, and develop and implement programs to grow database.
18. Manage our in-house digital display network and systems with advertising and events.
19. Perform other duties as assigned or directed.

### **QUALIFICATIONS:**

***Education:*** Preferred BS Degree in Marketing, Communications, or Business Management

***Experience:*** The Content and Marketing Specialist should have a strong knowledge of marketing communications including advertising, public relations and special event management.

### **Preferred Qualifications:**

- Strong graphic design (Photoshop) skills required.
- Accountable and detail-oriented; must be able to juggle many tasks within time constraints.
- Hands-on digital experience growing social networking programs.
- Web design, online e-commerce and database management experience are assets.
- Proven track record of working with a variety of social media platforms including Facebook, Twitter, Instagram and LinkedIn.
- Knowledge of Hootsuite or other social media management planning software.
- Creative and proactive problem solver.
- Actively pursue opportunities to advance the facility's marketing and customer service.

### ***Licenses or Certificates:***

- Possession of, or ability to obtain a valid driver's license

### **SUPERVISORY RESPONSIBILITIES:**

- N/A



### **KNOWLEDGE, SKILLS & ABILITIES:**

- Excellent verbal and written communication skills.
- Proficiency with word processing, spreadsheet and presentation software, graphic design and internet software.
- Demonstrate ability to thrive in a challenging and fun environment with many unknowns and changing objectives.
- Demonstrate project management skills to develop and execute multiple projects simultaneously to meet overlapping deadlines.
- Demonstrate above average organizational, problem solving, and decision-making skills.
- Operate standard office equipment and personal computer(s) using Microsoft Office.

### **PHYSICAL REQUIREMENTS AND WORK ENVIRONMENT:**

Requires ability to work flexible hours, including nights, weekends and holidays, in addition to normal business hours.

Physical Demands: Requires sedentary work involving standing or walking for brief periods, exerting up to 25 pounds of force on a regular basis; and some dexterity in operating office equipment.

Unavoidable Hazards: The position is exposed to no unusual environmental hazards.

Sensory (ADA) Requirements: The position requires normal visual acuity and field of vision, hearing and speaking abilities.

Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

*MMG is an Equal Opportunity/ Affirmative Action Employer, we will consider applicants for all positions without regard to race, color, religion, national origin or ancestry, sex, age (40+), disability, veteran status, or any other legally protected status under local, state, or federal law.*