



Associate Director of Marketing (Brooklyn, NY/Nashville, TN/Los Angeles, CA)

The Company:

Foundations Artist Management was launched in 2000 by Steve Bursky and has since grown into a full-service artist representation company focusing on building artists' careers from the ground-up. The New York, Nashville and Los Angeles based company prides itself on its work with its acts from the very early stages of their careers, helping them lay the necessary groundwork for a successful future in the music industry. With the addition of partners Brian Winton in 2004 and Drew Simmons in 2011, Foundations has continued to build on its original vision: providing uncompromising support to great artists, assisting them in growing their careers as we grow our own.

The Role:

In this position, you will have the opportunity to directly craft and execute the marketing strategy for our artists, designing unique album campaigns, supporting tour marketing initiatives, and driving creative strategies for fan engagement and beyond. We believe in building long term visions for our artists, and this role will be a key player in both developing those plans and implementing them on a day-to-day basis. You will work closely with managers, label partners and the rest of the marketing team to share best practices and continuously work to improve our processes and approach to marketing. This role is highly inventive and encourages creativity, thoughtful strategy, adaptability, and proactivity while working in a highly collaborative and fast-paced environment.

Responsibilities include:

- Develop the timeline and strategy surrounding music rollouts, tour launches, artist-led initiatives, and other project-based marketing opportunities
- Create unique avenues and campaigns for fan engagement using social platforms and other direct to fan opportunities
- Take part in strategic content ideation with artists and management teams for both longer and shorter form promotional assets and take lead on developing those assets
- Approve and manage online paid marketing spends, including influencer-led campaigns, with label partners and other outside vendors
- Focus on a data driven approach to marketing, including creating recaps of asset performance benchmarked both by the industry and by previous content from that artist
- Interpret data and suggest content strategy changes based on audience reaction
- Brainstorm creative strategies and research changes in marketing practices, applying them to clients as needed
- Be mindful of content and marketing trends, particularly for client affinity artists, and suggest ideas to capitalize on those trends
- Lead the development of new web portals or apps based on specific projects or ongoing artist needs
- Coordinate the release of new content using industry best practices to optimize reach and organic viewership
- Share marketing strategy changes or updates with the rest of the marketing team and with applicable managers
- Manage a database of rollouts and campaign activity for future reference (both Foundations clients and other artists)

Requirements:

- 3+ years working in digital/strategic music marketing (or a similar, applicable field)
- Experience in a client facing role or similar applicable role
- Prior work in developing the launch strategy and managing the timeline for creative content

- Knowledge of best practices surrounding various ad platforms (Facebook, Google, TikTok), including ad optimization and A/B testing
- A strong understanding of social media, fan engagement tactics and marketing across digital platforms
- Exceptional attention to detail and organizational skills
- Knowledge of best practices in optimizing online content deployed on various platforms
- Basic understanding of web development and managing web-based projects
- Ability to manage and multi-task in a high-volume workload environment
- A proactive and intuitive nature with the ability to anticipate needs
- Critical thinking skills: ability to overcome challenges through effective problem solving
- Written and verbal communication skills (ideally some copywriting experience), plus prior work communicating in team settings with varied audiences
- A passion for music, the music business, and an interest in Foundations' clients

Location: This position will be based out of our Brooklyn office, Nashville office or remote in Los Angeles.

Hours: 10am-7pm EST (content releases or global announcements will dictate additional early morning or late-night hours)

Benefits: Eligible for health benefits 3 months from start date of employment. Eligible to participate in 3% matching SIMPLE IRA plan from day one.

Compensation: Compensation commensurate to experience.

To Apply:

Please email your resume and cover letter to jobs@foundationsmgmt.com, with the subject line **ASSOCIATE DIRECTOR OF MARKETING**