



## **Digital Marketing Manager – Full Time (Brooklyn, NY or Nashville, TN)**

### The company:

Foundations Artist Management was launched in 2000 and has since grown into a full-service Artist representation company focusing on building Artists' careers from the ground-up. The New York and Nashville based company prides itself on working 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. Foundations continues to stay focused on its original vision: providing uncompromising support to great Artists, assisting them in growing their careers as we grow our own.

### The role:

This position is comprised of two primary roles:

**Digital & Social Media Marketing (90%)** – in this position you will have the opportunity to help craft our artists' online presence, building the foundations for their digital platforms and how they engage with their fans. You will work closely with, and under the direction of Foundations' VP of Marketing to envision and execute robust marketing plans across Foundations' entire roster of talent. A significant part of this role includes translating and executing marketing plans specifically for social media platforms, on behalf of both our clients and Foundations Music company accounts. It is also a highly inventive role that encourages creativity, innovative ideas and thoughtful strategy.

**Office Management (10%)** – in this position you will work across Foundations' New York and Nashville offices to streamline company wide operations while handling administrative and operational duties for its virtual and physical spaces. The role primarily serves to ensure a streamlined day-to-day functioning of the company and works to enhance communication, organization and efficiency.

The duality of these roles requires adaptability and proactivity while working in a highly collaborative, fast paced and fun environment that will provide valuable experience for company wide integration!

### Responsibilities include:

#### Digital & Social Media Marketing:

- Execute social media posting and implement best practices across digital marketing outlets
- Brainstorm creative online strategies and research changes in social media best practices, applying them to clients as needed
- Be mindful of content trends, particularly for client affinity artists, and suggest content development to capitalize on those trends
- Handle the scheduling, asset organization, manipulation and copywriting for social media posts across the roster
- Develop voice/content guidelines for each client to streamline the copy approval process
- Engage with fans while providing links to comments or posts that deserve a longer response
- Share social media strategy changes or updates with the rest of the marketing team and with applicable managers
- Coordinate weekly (or monthly depending) recaps of post performance, benchmarked both by the industry and by previous posts from that artist. Interpret data and suggest content strategy changes based on data and audience reaction
- Ensure visual consistency across all platforms for each client
- Organize and evaluate artist photo and video content, noting selects that could be valuable for posting

#### Office Management:

- Cultivating in-depth knowledge of, and maintaining Foundations' operations and systems
- Managing both New York and Nashville offices, including but not limited to their technology, supplies, etc.
- Managing, organizing and upkeep of all key assets and file management systems
- Assisting with the New York and Nashville internship programs
- Streamlining of company protocol and systems

Requirements:

- Exceptional attention to detail and organizational skills
- Ability to manage and multi-task in a high volume workload environment
- A proactive and intuitive nature with the ability to anticipate needs
- Working knowledge of Adobe Photoshop and Premiere programs (or willingness to learn)
- Critical thinking skills: ability to overcome challenges through effective problem solving
- Can demonstrate a strong understanding of social media and marketing across digital platforms
- Written and verbal communication skills and experience communicating in team settings and 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 or Nashville office.

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, the range for this role is \$40k-\$45k.

To Apply:

Please email your resume to [jobs@foundationsmgmt.com](mailto:jobs@foundationsmgmt.com), with the subject line **DIGITAL MARKETING MANAGER**