



# EL DORADO MARKETING MANAGER



## JOB DESCRIPTION

We're looking for a music loving Marketing Manager to join the El Dorado team and steer the festival to another sold out success in 2022. The Marketing Manager is responsible for creating and implementing strategic on and offline marketing, advertising and content campaigns that drive ticket sales throughout the year.

## ABOUT US

Founded in 2016, the greatest escape of festival season returns in 2022 following a two year hiatus during the global pandemic. Founded by the travelling collective of party-starters Cirque Du Soul and leading independent community of music creators AEI Group, El Dorado festival is the ultimate expression of togetherness and beauty, building a world of comradery, inclusivity and nature with a stiff dose of sensual hedonism.

As a company we celebrate and support our team members from all backgrounds and are working to build an adaptable culture of mutual allyship, and an environment where everyone is comfortable being themselves 100% of the time. We actively encourage applications from people of every race, gender, religion, age, disability and the LGBTQIA+ community.

## DUTIES AND RESPONSIBILITIES

- Drive ticket sales, ensuring the festival sells out to annual capacity
- Create, execute and manage campaign timelines
- Implement and oversee social media content and schedule
- Manage the Ambassador & Influencer Coordinator, collaborating on campaigns and recruitment strategies
- Manage marketing costs and budgets
- Create and develop social media advertising strategies across Facebook, Instagram, TikTok etc; then book, review and report on ad performance
- Edit images (e.g. resizing for Facebook ads) and videos (e.g. truncating clips to applicable size for use)
- Brainstorm, curate and create new content ideas and campaigns
- Draft creative briefs for marketing assets working with the Creative Team to deliver to campaign deadlines
- Manage day to day customer service requirements across all platforms
- Draft and publish regular news stories and announcements to the website
- Draft and create newsletters, as well as oversee marketing database
- Act as point person for PR agency, ensuring seamless integration with marketing campaign
- Manage marketing relationships with ticketing companies, artist managers, sponsors and brand partners
- Oversee weekly/daily ticket counts and reports, and manage ticket allocations according to budget
- Organise and oversee photo, video and content teams on site during the festival weekend and ensure successful delivery of social media campaign throughout and following the weekend

*(Duties may include, but not be limited to those listed above)*

## ESSENTIAL SKILLS AND COMPETENCIES

- A passion for music and festivals
- Experience in developing and implementing marketing campaigns for festivals, live events, venues or artists
- Significant experience with facebook advertising and digital marketing
- Good knowledge of social media platforms and trends
- Excel, googledrive, mailchimp and basic wordpress

## COMPANY BENEFITS

- Flexible working hours and remote working opportunities (with the ability to attend team meetings in GMT time zone)
- The option of attractive London-based working sites in Bankstock Building and the halley in Haggerston, including music studio access
- Private healthcare cover including dental, optical and full mental health (upon passing 6 month probation)
- Cycle to work scheme
- Pension scheme
- Proactive training and development opportunities

El Dorado is open and happy to make any reasonable adjustments as required throughout the interview process to increase accessibility.

Salary - £35,000-£40,000 DOE  
Bonus - Based on ticket sales



**INTERESTED?  
SEND YOUR CV AND COVER NOTE TO US  
CAREERS@AEI.CO.UK**

