



Promotions/Marketing Director

Goal: To create and execute a marketing strategy that fulfills the New Music Seminar ecosystem so all attendees encounter the best networking experience during the Seminar. Generate increased industry awareness, badge sales and attendance.

Duration: February – July

Responsibilities:

- Design, implement, and facilitate strategic marketing plan leading up to the New Music Seminar
- Plan and prepare advertising and promotional material
- Develop and execute press releases to industry-related blogs and large-scale media
- Set up interviews for General Manager and Director of the NMS
- Research and develop relationships with latest and hottest tastemaker blogs and media
- Research, initiate contact, and liaise with external Marketing and companies
- Create and/or inspect layouts and advertising copy and edit all promotional material
- Institute marketing stunts
- Coordinate activities with other departments, such as sales, graphic arts, media, A&R, web, and street team
- Set up media trades
- Makes sure all promotional materials (audio, video, photography) are posted
- Develop targeted email blasts for each sector of the music business to generate badge sales
- Post-seminar results analytics

Works with: Executive Director, General Manager, Sales Coordinator, Social Media Manager, Speaker Coordinator, Street Team Coordinator, Graphic Designer, Webmaster, Photographer and videographers

Reports to: General Manager, Director

Notes: The New Music Seminar is regarded as the most important and high-level conference in the country, which is demonstrated by the caliber of speakers and performers. NMS always garners heavy media attention and positive reviews. Therefore, this job is a creative role in which we can gain additional exposure to untapped markets and demographics and develop new ways to generate excitement about the NMS.



This job description is intended as a summary of the primary responsibilities of this position, and is not intended to be inclusive of all duties an individual in this position might be asked to perform.

Must be available on-site June 8-12

Role continues 1 month after NMS completes

**To apply, please send resume to: jobs@newmusicseminar.com with
"Promotions Manager" in the Subject Line.**

www.newmusicseminar.com

June 9-11, 2013 - NYC