

Festival Marketing Manager - El Dorado Festival

Job Description

We're looking for a festival-loving Marketing Manager to join team El Dorado and drive ticket sales and engagement throughout the year. The role is responsible for the management and implementation of all marketing, content and communications plans, both on and offline. The role will also oversee and manage day to day comms with festival goers, as well as liaise with artist teams, partners and guests delivering campaigns on time, on budget and to the desired KPI's.

About Us

Founded in 2016, El Dorado is part of the Cirque Du Soul and AEI Group family, becoming the boutique weekend of choice for the fun-loving festival goer looking to lose themselves in a magical world of wonder, comradery, inclusivity and nature. The music and arts programme champions some of the world's most iconic party-starting artists, as well as firmly advocating the underground and emerging, served with a healthy dose of fun and silliness.

Fiercely independent, El Dorado is a playground of immersive environments, hidden stages, themed spaces and awe-inspiring production designed with discovery in mind. Complemented with a line up of cutting edge eating experiences and street food, wellness, entertainment and premium camping opportunities, El Dorado has quickly become a cult destination on the festival map.

Duties & Responsibilities

- Drive ticket sales via promotions and campaigns, ensuring the festival sells out to capacity
- Manage the annual marketing budget and costs
- Create and execute the marketing campaign and timeline for both on and offline media
- Develop and grow the social media channels; creating content and copy for each platform, scheduling and posting, reporting and evaluating
- Oversee the digital advertising strategies and spends across Meta, TikTok etc. working closely with partners to book, review and report on ad performance
- Manage and programme offline media campaigns in target areas including billboards, posters, flyer,ing,
- Draft creative briefs for marketing assets, as well as edit digital images (e.g. resizing Facebook ads) and videos (e.g. truncating clips) where needed
- Manage and grow the email database; creating engaging newsletters and e-commerce plans, as well as mining data segments and ensuring all activity is GDPR compliant
- Maintain and update the website and app; creating and uploading all content, drafting engaging copy for news stories and announcements, monitoring performance
- Manage day to day customer service requirements across all platforms
- Oversee the Ambassador & Influencer Coordinator; collaborating on campaigns and recruitment strategies
- Act as point person for PR agency, ensuring seamless integration with the marketing campaign and successful delivery of media partnerships
- Manage all marketing relationships with ticketing companies, artist managers, sponsors and brand partners; developing assets, managing approvals and deliverables
- Deliver weekly ticket updates and reports for ongoing campaigns; create post-event surveys and evaluation reports
- Employ and oversee photo, video and content teams during the festival weekend

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

Essential Skills & Competencies

- A passion for live music and festivals
- Good knowledge of the UK festival and events market
- A drive to understand what motivates audience behaviours
- Experience in implementing marketing campaigns and project timelines for ticketed events
- An in-depth knowledge of digital and social marketing; including both paid and organic media
- A passion for content creation and extensive knowledge of social media channels
- Experience in budget management and invoicing
- Excellent attention to detail and organisational skills
- Ability to manage several projects at one time and to work to tight deadlines
- Good experience with G-Works, e-commerce platforms (e.g. Mailchimp) and basic wordpress

Company Benefits

- *Access to the halley community in Haggerston, including music studio access, events, n discounts at Cafe Route*
- *Pension scheme*
- *Proactive training and development opportunities*

Salary

- £35,000-£40,000 DOE, with bonus structure based on ticket sales and performance
- Full time. Minimum 3 days/week in a London-based office. Flexible working available

Equal Opportunities

El Dorado is part of AEI Group, a community of ventures and creators focused on empowering future generations of talent through music. With over 25 years' experience, AEI Group works with entrepreneurs and talented people across our music ventures, live events and community spaces whilst on a tireless mission to transform the culture of the music industry to create a positive, healthy and happy working environment for all.

As an organisation 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.

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

Interested? Send your CV and cover note to careers@eldoradofestival.com
