

Ghostwriter.

JOB DESCRIPTION.

Job Title:	Promoter	Dated: 09/08/24
Contract:	Full time – hybrid working	
Location:	Ideally in the North East but not imperative, working from home and from the Company office in Whitburn, Sunderland on set days, with UK travel as requested to meet the requirements of the role	
Responsible To:	Commercial Director	
Staff Controlled:	None currently	
Salary:	Competitive	

COMPANY OVERVIEW.

Ghostwriter Consultancy & Events, founded in 2019, is an independent powerhouse in event consultancy and promotion, dedicated to crafting exceptional narratives through events. Our team, comprising live music and industry specialists, ensures each project resonates with its intended audience. We deliver a wide range of events from 200 to 25,000 capacity, including live music, festivals, university balls, graduations, and corporate activations, both for clients and our own promotions.

With a blend of creativity and practical execution, we support our clients in achieving their goals while maintaining transparency and high standards. Our collaborative efforts consistently result in memorable events that surpass client expectations. As champions of independent venues and emerging talent, we are committed to fostering the growth of local arts scene's and delivering outstanding experiences for all stakeholders.

RESPONSIBILITIES.

- The efficient and effective operation of the business in relation to booking live events for our partner venues, clients and self-promoted events. To assist the Commercial Director in expanding this area of the Company.

GENERAL DUTIES.

- To act as Concert Promoter procuring and promoting artists on behalf of Ghostwriter both in our partner venues and other venues / events that are external to our estate.
- Procuring artists to perform at partner events on behalf of our clients at the direction of the Commercial Director.
- Negotiate artist fees and terms of engagement.
- Representing the Company to the music industry as a whole and any related clients.
- Liaise with the relevant department to ensure the effective marketing and promotion of all events procured for Ghostwriter and our partners.
- Liaise with the operations department in relation to the delivery of events communicating all information that may be required.
- Accurately report to the finance department expected costs and final actual costs for all of your booked events.
- To assist the Directors with specific tasks as directed.

SPECIFIC DUTIES.

Professional Strategy & Business Direction:

- To contribute to the effective running of the business.
- To help evaluate potential new business opportunities.
- To contribute to planning and future strategy as required.

Maintain Monitor Plan and Control (Bookings/Events):

- Work with clients, partners, suppliers and venue staff to ensure all systems are maintained.
- Work with the Directors / Venue Management to set budgets, maximise the events diary and assist in expanding the commercial viability of the venues/contracts.
- Working with the Ticketing and Promoters Assistant to distribute new event confirmations and announcement schedules.
- Together with the marketing team, ensuring that marketing and advertising opportunities are maximised for optimum ticket sales for all events.
- Liaising with other departments to ensure the production of offer sheets, advancing and settlements are completed within a timely manner.

Staff Management:

Where staff are in the direct employ of Ghostwriter Consultancy & Events Ltd, you are to be responsible for the categories below:

- Ensure that annual appraisals and staff files are maintained for all full-time staff when under your control (Ghostwriter).
- Ensure that all staff within your direct control are managed to the standards as laid out in their job descriptions.

Internal and External Communication Skills:

- Liaise with the accounts function (Ghostwriter & Client) and other functions / bodies where appropriate.
- Ensure a smooth flow of information both internally and externally.
- Represent the company as required at functions and events ensuring that topics and agendas are reported back to the Directors.
- Liaise with all sub-contracted staff and groups to ensure the clients, partners, suppliers and venue and Ghostwriter receive best practice and service.

Business Administration:

- Support the Directors in the development of company policies ensuring compliance in all areas of the business.
- Attend and contribute to staff meetings.

Other reasonable duties as and when required.

KEY SKILLS AND QUALIFICATIONS.

- Proven experience in promoting live music within the events or entertainment industry.
- Strong understanding of regional live music markets
- Excellent communication and interpersonal skills.
- Ability to work independently and as part of a team.
- Creative thinking and problem-solving abilities.
- Strong project management skills and attention to detail.

OPPORTUNITIES FOR GROWTH.

- Potential for career development within the company.
- Opportunities to work on high-profile events and projects.
- Professional development and training programs.
- Attend industry conferences and festivals

PERFORMANCE METRICS & ACCOUNTABILITY.

Success in this role will be measured by the results of matured events, diversity of events and completion accuracy of internal reporting.

Additionally, accountability will be measured by:

- Achievement of events profitability and targets.
- The delivery of completed and accurate event-based paperwork.
- Commercial expansion of partner venues and the client's diary.

BENEFITS.

- Competitive salary
- Flexible working hours
- Professional development opportunities
- Hybrid working

DOCUMENT ENDS.