# Ghostwriter.

## JOB DESCRIPTION.

**Job Title:** Marketing Executive **Dated:** 1/12/25

**Contract:** Full time – hybrid working

**Location:** Office location to be agreed, with UK travel as requested to meet the requirements of the role

**Responsible To:** Operations Director

**Staff Controlled:** Currently freelance marketing/digital staff

**Salary:** £26,208 per annum

## COMPANY OVERVIEW.

With a foundation built on senior leadership roles at some of the UK's largest entertainment companies, Ghostwriter brings high-level industry expertise combined with a fiercely independent spirit. With an eco-system comprising of three pillars – Venue Partnerships, Consultancy and Pink Dot, we are firmly embedded in the UK's live music & event industry.

At the heart of our venue partnerships is an innovative, artist first model, tailored to a diverse portfolio of spaces. Leveraging extensive industry knowledge, we provide a "head office function" for our partner venues, implementing robust systems and processes to ensure they are safe, efficient, financially viable, competitively positioned, well marketed, programmed and operationally flexible.

Our promotions arm, Pink Dot, acts as both a promoter in our own right and as a consultant for our clients representing their vision, successfully bringing to life a wide variety of projects, venues, and events.

Whether providing consultancy for a venue or at an event in a green field site, at any scale or size, our approach and objective remain the same; safe and memorable experiences, professionally delivered, for artists, promoters, partners, and above all else, music fans like us! Regardless of the project, we stand in the background and help our clients venues, brands and events shine.

## RESPONSIBILITIES.

- Ensure efficient and effective marketing operations for all live self-promoted events and giglab.
- Assist the Operations Director in expanding the marketing area of the company.
- Implement and manage marketing campaigns across various platforms, including digital, press, radio, TV, outdoor, and print.
- Develop and manage the company's brands/platforms, including Ghostwriter, Pink Dot, Giglab, Favourite Days, Live After Racing, and others.
- Work along side internal staff to provide effective marketing provision whilst liaising with both staff and freelance members.

## GENERAL DUTIES.

- Oversee the marketing functions of the business.
- Assist the Directors with specific tasks as directed.
- Collaborate with internal Promoters in planning and delivering event campaigns.
- Other reasonable duties as and when required, including for the avoidance of doubt duties for or on behalf of Giglab, company number 16755877.

## SPECIFIC DUTIES.

**Professional Strategy & Business Direction:**

- Contribute to the effective running of the business.
- Serve as the day-to-day marketing contact for the company clients, promoters and agents.

**Marketing and Promotions:**

- Create and implement engaging marketing campaigns for internally promoted shows to maximize ticket sales.
- Monitor and update marketing campaign expenditures, including current, expected, and committed costs.
- Work with internal staff and external contacts, such as PR companies, external venues, and ticket agents, to ensure successful campaign execution.
- Collaborate with the Promoters and Ticketing team to re-evaluate and update campaigns as necessary.
- Explore marketing and advertising opportunities, including scheduling, design, production, and distribution of assets within agreed budgets (e.g., posters, print media, local and national press).
- Organize and schedule online marketing activities across all company-managed pages, including social media announcements, sponsored posts, online ads, and Facebook event creation.
- Manage inboxes related to any company social media pages.
- Update the company website, including scheduling news stories and event announcements.
- Update the pink dot website ensuring all listings are up to date and correct
- Creation of digital assets for self promoted events and other events as and when required
- Creation of regular Pink Dot and client facing listings assets both digital and phyiscal
- Liaise with agents, artist representatives, ticket agents, and external designers to coordinate event artwork and ensure smooth delivery of event announcements.
- Monitor new marketing trends and offer creative ideas to ensure the widest possible audience for our events.
- Identify opportunities for marketing at a company wide level to further enhance the company's reach and profile.
- Attend company live events across the UK as required both as representation and marketing.
- Continually review systems for suitability and potential upgrading.
- Lead the development and optimisation of our marketing tech stack, selecting the right tools and improving integrations, while ensuring the team can use them confidently and effectively. Bring a strategic understanding of how these platforms connect to maintain data integrity, streamline workflows, and enable insight-driven decision-making.

**Internal and External Communication:**

- Ensure a smooth flow of information both internally and externally by engaging with the company's internal workflow systems.
- Work with ticket agency marketing contacts and artist representatives to ensure impactful campaigns for our events.

**Business Administration:**

- Liaise with the Office Manager & PA to the Directors and Ticketing & Promoters Assistant with various administrative tasks as requested.
- Attend and contribute to regular staff meetings.
- Represent the company at functions and events, ensuring topics and agendas are reported back to the Directors.

**Other reasonable duties as and when required**

## KEY SKILLS AND QUALIFICATIONS.

- Proven experience in marketing management, preferably in the events or entertainment industry.
- Strong understanding of digital marketing, social media platforms, and marketing analytics.
- Familiarity with marketing tools and software including Canva
- Familiarity with website tools such as Wordpress
- 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.

Success in this role will be measured by the delivery of completed campaigns, achievement of ticket sales targets, accuracy and timelyness off announcements and listings and overall effectiveness of marketing strategies.

## BENEFITS.

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

## ACCOUNTABILITY.

The effectiveness of this position will be measured by the delivery of completed campaigns and procedures as outlined above.