



MARKETING MANAGER

SUMMARY

We are looking for an experienced Marketing Manager to drive the vision for and execution of advertising presence, collateral development, lead generation email campaigns, web site updates, PR support and social media interaction for ExtremeTix and Three Zebras.

We're in the entertainment industry, so we enjoy a flexible, relaxed environment where we work hard and play hard. And this is a private company, so there's a small company/start-up atmosphere at the office. This is a great place to take your marketing career to the next level as you'll have an opportunity to dabble in everything from interactive and social to print, PR and events. Dust off the online portfolio and get your resume over to us!

RESPONSIBILITIES

- Design, create and publish effective print and online advertising based on brand standards and audience preferences
- Work with sales team to create and deploy interactive sales collateral
- Plan and execute lead generation email campaigns from start to finish (segmentation, list generation, data processing, writing, designing, testing and QC, deployment and back-end tracking)
- Update web site and assist with other online projects
- Build out media contact lists and write and distribute engaging news releases
- Manage company social media presence across multiple networks and create compelling content to share
- Assist marketing leadership on other initiatives such as tradeshow marketing or portal development as needed

EXPERIENCE

- Previous online and offline design/marketing/ad work (be prepared to share online portfolio)
- Hands-on experience in using, interpreting and sharing Google Analytics data
- Hands-on experience with email marketing automation solutions
- 2+ years of direct email marketing experience in b2b environment
- 3+ years experience managing HTML email campaigns (copy writing, designing, testing, deploying and measuring)
- Bachelor's degree in communications, journalism, business administration or related fields
- Experience working with or working for marketing agencies a plus
- Passion for live events and event planning a plus

The successful candidate has demonstrated:

- Strong client focus and orientation for "getting it right" by the client
- High attention to detail across written, visual and interactive media
- Precise and effective customer communications (and measurement and improvement of those communications)
- Proven ability to manage multiple, competing priorities simultaneously
- Ability to think strategically and execute methodically
- Superior verbal and written communications skills
- Proven social media presence for their personal brand
- An ability to work in an environment where continuous innovation is desired and ambiguity is the norm
- A professional demeanor with a bias for action and ownership
- A history of teamwork and willingness to roll-up one's sleeves to get the job done
- Proven analytic and quantitative skills, including ability to make use of Google Analytics and other data to make decisions and verify/disprove assumptions

TECHNICAL SKILLS

- Proficiency with Excel, PowerPoint, Word and WordPress
- Proficiency with Google Analytics (ability to customize reports, etc)
- Proficiency with all forms of social media
- Familiarity with Salesforce.com
- Familiarity with leading email providers like Vertical Response, Exact Target or Mail Chimp

ABOUT EXTREMETIX

ExtremeTix is a leading provider of innovative ticketing solutions and, with its wholly-owned subsidiary, Three Zebras Entertainment, a broad range of event and programming services to the entertainment industry. Focused on driving client success, the company is looking for skilled, tech-savvy marketing candidates with a passion for events and providing quality customer service. Based in Houston, the company has branch offices in Tampa, Grand Rapids and New York and services clients across the US and Canada. ExtremeTix is an Equal Opportunity Employer.

Note: This is a full-time, salaried position based in Houston, TX. Relocation is not available for this position.

Note: No sponsorship or H1B situations can be accommodated.