



CMA JOB POSTING

JOB TITLE: Marketing Coordinator
REPORTS TO: Marketing and Media Manager
DIRECT REPORTS: None
DEPARTMENT: Strategic Marketing
FLSA CLASSIFICATION: Non-Exempt
DATE POSTED: 2/6/2019

POSITION SUMMARY: Assist in development and implementation of marketing and advertising ticket sales campaigns for CMA Fest, CMA Awards, CMA Country Christmas and Songwriters Series through traditional media outlets as well as online and social networking mediums. Responsible for fulfillment of all advertising and promotional needs. Support Digital Marketing initiatives including creative asset management and organization and website/app updates and reporting. Responsible for general department support as needed.

ESSENTIAL FUNCTIONS:

1. Assist with general marketing efforts including conception and execution of marketing plans and complimentary promotions for CMA events and TV properties (primary fulfillment).
2. Assist with creating, executing and managing valuable relationships with key radio and merchant partners to ensure proper ROI and maximum benefit to CMA
3. Assist in direction and communication to CMA Creative Team for production of advertising and promotional creative assets
4. Assist with CMA Awards radio remote production and execution including simulcast research and assignments for all CMA TV properties
5. Manage marketing department intern (responsible for recruiting, interviewing and hiring)
6. Provide support with fulfillment of all radio, TV (including ABC Affiliate) and digital promotions
7. Create post-event recap reports for radio partners, illustrating contract fulfillment
8. Handle advertising scheduling and routing necessary approvals
9. Responsible for researching new advertising opportunities and digital platforms
10. Responsible for ongoing website (Corporate, Membership and Official Event sites) and app updates including new content, press releases and any necessary edits
11. Assist with regularly pulling and communicating website and app analytics
12. Responsible for gathering and organizing all digital assets needed for website, app, socials, etc.
13. Act as primary liaison to trip package providers, including managing RFP process and vendor selection (with Marketing and Media Manager)
14. Assist in development of ideas and execution for various promotions

15. Responsible for competitive research and communication to marketing team
16. Assist with executing fan engagement campaigns (coordinate pricing)
17. Serve as backup for CMA and CMA Foundation social network management
18. Perform general administrative duties including departmental budget tracking and reconciliation, plus additional duties and responsibilities as assigned or as necessary

KNOWLEDGE, EDUCATION AND EXPERIENCE REQUIRED:
▪ BA/BS degree in Marketing, Communication or related field preferred
▪ 1-2 years' experience in the marketing, digital or music industry field or related area
▪ Experience using Microsoft Word, Excel, Outlook and PowerPoint as well as Internet search tools. Photoshop experience preferred.
▪ Experience using WordPress and/or other Content Management Systems a plus
▪ Working knowledge of music streaming outlets and social networks including Facebook, Twitter, Snapchat and Instagram required

SKILLS AND ABILITIES REQUIRED:
▪ Ability to maintain confidential information
▪ Ability to prioritize and organize
▪ Ability to thrive in a fast-paced, deadline-oriented, detail-oriented environment
▪ Ability to analyze data
▪ Must have strong interpersonal skills and be able to work effectively in either a team or individual environment
▪ Ability to make decisions and recommendations efficiently and effectively, and utilize independent judgement in areas of responsibility
▪ Creative aptitude
▪ Good understanding of marketing concepts and terms and general practices and willingness to learn more
▪ Ability to work select evenings and weekends
▪ Ability to be flexible and adapt to change
▪ Ability to multi-task and work well under pressure
▪ Ability to create and execute basic components of a marketing plan

PHYSICAL DEMANDS/REQUIREMENTS:
▪ Typically sitting at a desk or table
▪ Occasional lifting of light objects (less than 24 pounds)
▪ Occasional lifting of objects weighing 25 to 50 pounds
▪ Work is typically performed in an office
▪ Frequent computer use

To apply, please submit your cover letter and resume to mhewett@cmaworld.com.

The Country Music Association is an Equal Opportunity Employer.