

## **Digital Marketing Specialist - Position Details**

The Pabst Theater is looking for a Digital Marketing Specialist; a hard-working, motivated individual with a passion for live music and entertainment, and all things Milwaukee.

The Specialist will be a member of the PTG Marketing team, and will work to produce events from initial confirmation to show time. The Digital Marketing Specialist will be the voice of our venues, maintaining our digital brand across all platforms, and planning / implementing all digital advertising. This position will report directly to the Marketing Director.

This position will provide lots of variety, challenge and of course, incredible concerts.

### **About The Pabst Theater Group:**

Established in 2002, The Pabst Theater Group presents an average of 450 events annually at three historic venues in downtown Milwaukee: The Pabst Theater, Riverside Theater and Turner Hall Ballroom; as well as special events at Cathedral Square Park, Discovery World, BMO Harris Pavilion and the Marcus Amphitheater. From Neil Young to Neil DeGrasse Tyson, from Bob Dylan to Boxing, from Mumford & Sons to Milwaukee Lebowski Fest -- All year round, 365 days a year -- these events take place in iconic, creative places of public assembly that help to build community, loyalty and reinforce identity and heritage for our city. The Pabst Theater Group is a non-profit organization.

### **Education and Qualification**

- Bachelor's degree in marketing, business or related field
- Minimum of 3 years of professional experience in social media / digital marketing

### **Duties and Responsibilities**

- Develop and lead all digital marketing efforts
- Build strategic plans for creative imaging and communication of all events / products. Create and meet goals for growth on all channels.
- Develop / write content for Social Media (All Platforms). Maintain voice and brand.
- Placement of digital advertising and organic messaging (All platforms)
- Collaborate with Artist management contacts on unique promotional strategies

### **Skills and Specifications**

- Social media experience and proven record of increasing engagement
- Sound understanding of concert industry and marketing principles
- Effective understanding of latest technologies and industry best practices, and should identify how to apply them in marketing PTG events
- Solid experience with: Google Analytics, Google AdWords (certification)

preferred), Facebook, Twitter, Instagram, eMail programs, retargeted advertising, contest platforms, SEO best practices

- Ticketing experience (Etix, Ticketmaster, etc.)
- Proficiency with Microsoft Office: Excel skills required
- Ability to operate under solid pressure and meet tight deadlines
- Ability to deliver creative and innovative thoughts, show initiative
- Self-motivated, confident, energetic, and creative. Music nerds welcome!

**Compensation and benefits:** Full-time (40+ hours per week), with benefits.

**How to apply:** Please send a resume with cover letter to Laura Mueller, Pabst Theater Group Marketing Director, via [employment@pabsttheater.org](mailto:employment@pabsttheater.org), with “Digital Marketing Specialist” in the subject line.

The deadline for submitting application materials is Sunday, October 18<sup>th</sup>.  
Thank you in advance for your interest in working with the Pabst!