



Digital Marketing Manager

Blue Note Entertainment Group is seeking a Digital Marketing Manager to support marketing strategy and operations at Blue Note New York.

Reporting to the Marketing Director, this position is a rare opportunity to play a key role in executing creative marketing and ticketing sales strategies. We're looking for someone that embraces jumping into campaigns, is excited about targeting music fans and understands all the intricacies of digital marketing. The best fit candidate should possess a strong attention to detail and organization.

Responsibilities

- Develop and outline digital marketing campaigns for Meta (Facebook/Instagram) and Google Ads from campaign structure to detailed targeting strategies in coordination with the overall marketing ethos.
- Create and execute email marketing campaigns using Salesforce Marketing Cloud
- Work with Marketing Director to develop marketing strategy and support monthly analysis on all marketing campaigns
- Identify gaps in the overall marketing strategy and connect digital opportunities to support campaigns across social media and traditional marketing channels
- Explore new channels for digital campaigns such as podcast services, music streaming platforms, etc.
- Oversee marketing internship program each semester

Preferred Qualifications:

- 3-5 years experience in digital advertising, SEM & PPC knowledge required
- Bachelor's degree in marketing, communications or related field
- Knowledge of music & entertainment industry a plus
- Excellent organizational skills with strong attention to detail
- Familiarity with CRM and enterprise marketing software such as Salesforce, Hubspot

About Blue Note Entertainment Group

Blue Note Entertainment Group is a multi-faceted entertainment company that owns, operates, licenses and/or programs Blue Note Jazz Clubs worldwide, including New York, NY; Tokyo and Nagoya, Japan; Milan, Italy; Waikiki, Hawaii; Beijing & Shanghai, China; Napa, California; and Rio de Janeiro, Brazil). The company also owns and operates Sony Hall. The annual Blue Note Jazz Festival was established in 2011 and has since grown to become the largest jazz festival in New York City each June. Subsidiaries of Blue Note Entertainment Group include the GRAMMY®-nominated record label Half Note Records and Blue Note Travel.