

# Bumbershoot / New Rising Sun

Position: Marketing Director

Department: Festival & Events Marketing

Reporting To: Bumbershoot / New Rising Sun Co-President

## Our Purpose:

To realign Bumbershoot's brand with Seattle's changing growth, purpose, and needs. Restore the faith by producing an equitably programmed, affordably priced, and accessible festival for the Pacific Northwest and communities that have fallen out of touch with the brand.

New Rising Sun is a Washington Social Purpose Corp. created by a seasoned team of Seattle arts producers, concert promoters and venue operators. NRS has secured the rights to produce Bumbershoot on/off Seattle Center's campus throughout the year with the City of Seattle and will "expand and supercharge" Bumbershoot's brand with new, free and ticketed programming verticals.

## Position Summary:

Bumbershoot's Marketing Director is responsible for the entire day-to-day oversight of all event-related marketing, promotions, and advertising functions designed to promote and sell tickets to all Bumbershoot events. It will include oversight, planning and execution for social media, database, and digital marketing and creative strategies, with certain support budgeted for highly focused vendor partners necessary to achieve the marketing objectives.. This role will actively participate in Bumbershoot's efforts for venue branding, community relations and publicity efforts in conjunction with our creative lead agency, Paper Crane Factory, and other members of the marketing, PR, branding and communications team. This role is for the marketing quarterback of the core festival, and then additional programming verticals as they go up.

## Essential Duties & Responsibilities:

Create the planning and execution of effective marketing campaigns specific to each Bumbershoot event to maximize attendance and ticket revenue. This includes but is not limited to media planning, negotiating, buying, promotion implementation, publicity, database marketing, social media strategy, trade media allocation, digital marketing, campaign budgeting and settlement preparation.

Lead Bumbershoot marketing team to effectively communicate and promote events through venue assets, event sponsorships, promotional partnerships, community efforts, media partners, trade partnerships and group marketing campaigns on an event-by-event basis.

Initiate, develop and maintain relationships with regional/national media outlets, artist management, publishers, record labels, touring personnel, and alternative media partners.

Organize and communicate event marketing efforts and initiatives including but not limited to: marketing material (ad mats, digital assets, etc.) distribution, PR and media needs, and ticketing promotions.

Work closely with the Bumbershoot programming department to curate/manage industry relationships, client sales, marketing materials and event marketing research.

Integrate festival event marketing strategies with Seattle Center marketing and communications personnel and platforms. Work closely with the Seattle Center marketing team to leverage cross promotional opportunities. Work closely with Seattle Center digital marketing role on all database initiatives including but not limited to Fan Interactive and our ticket company marketing. Work closely with Paper Crane Factory, our creative agency, and help implement different creative campaign elements as necessary.

Serve as on-site marketing department representative for designated events (e.g., duties may include serving as venue PR representative, media escorting, sponsor and/or promotional partner implementation, media partner implementation, etc.)

Other duties as assigned by management.

## Required Experience & Qualifications:

A minimum of 5 to 7 years of related work experience.

Must be adaptable with the ability to work under pressure to meet deadlines.

Strong verbal and written communication skills, with an expert ability to present and communicate new ideas and concepts.

Extremely organized and detail oriented, resourceful, quick learner and able to handle multiple projects simultaneously.

Creative and driven, be able to ideate and execute on unique marketing opportunities.

A high degree of personal integrity and consistently put the interests of the organization first.

## Preferred Experience & Qualifications:

Experience with large-scale events in a festival or concert setting is highly desirable.

## Working Conditions:

Minimal Travel (< 10%) may be required for meetings/conferences/research. Trips may require air travel and/or overnight stay away from home for one or more nights.

Must be able to work a flexible schedule inclusive of weekends, nights and holidays required.

Frequent bending, lifting 15-20 pounds, sitting, exposure to multiple external elements, extensive walking through crowded and pungent venue spaces rife with odor du corp, including inclines and stairs and escalators beneath wild, swinging, heavy equipment and relentless exposure to the worst music and entertainment industry egos and personalities, replete with endless stories of long forgotten conquests...or you may find yourself looking down the barrel of a threatened species of bear. With black and white fur. Eating Bamboo.

New Rising Sun is proud to be an equal-opportunity workplace. We do not discriminate on the basis of race, color, religion, sex (including pregnancy and gender identity), national origin, political affiliation, sexual orientation, marital status, disability, genetic information, age, membership in an employee organization, retaliation, parental status, military service, or any protected category prohibited by local, state or federal laws.

Job Type: Full-time