

Position: Marketing & Outreach Manager

Reports to: Owners

End Date: 6 months after start date, with opportunity to continue

About HipStory

HipStory is a digital media production company responsible for creating unique, innovative, and inspiring art. We are redefining the future history of media by creating products that cultivate stories through professional audio & video production/engineering. We are dedicated to fostering a creative environment where clients can explore their vision and receive quality service.

Position Summary

The Marketing Manager will be responsible for helping to build HipStory's brand communication. Responsibilities include, but is not limited to, social media management, newsletter management, developing and executing marketing campaigns, and highlighting the offerings of HipStory. Tasks include: drafting, designing, and editing posts; contacting community stakeholders and businesses to promote events and gather information on opportunities to collaborate; creating press kits and promotional material; attending events; administrative tasks as assigned. The individual in this role will be an innovative, technology driven, and creative asset to the HipStory team.

Objectives of this Role

- Establish positioning, identify target audiences, and develop marketing plans with specific objectives across different channels and segments
- Lead the execution of marketing programs from start to finish, leveraging internal support and driving collaboration
- Analyze customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies
- Create, maintain, and conduct analytics reporting across multiple platforms and extract key insights for future campaign development and go-to-market strategies, complete with formal proposals and recommendations on tactics
- Partner with email, performance marketing and web teams to design, test and evolve lead nurturing tactics.
- Management of Marketing team, interns and associates.

Daily and Monthly Responsibilities

- Working in partnership with the Production, Events, and The Hub Teams to develop creative briefs and guide creative direction to meet objectives for all advertising and public-facing communications, including print, digital, and video assets
- Managing Marketing Team in collaboratively conceptualize and execute on multi-channel campaigns across the prospect and customer lifecycle, ensuring the alignment of communications and messaging across all channels
- Manage content and updates for customer and internal touch points, establishing budget guidelines, participating in events, documenting business processes, and providing additional sales support
- Gather customer and market insights to inform outreach strategies, increase customer conversions, and generate more qualified leads
- Identify effectiveness and impact of current marketing initiatives with tracking and analysis, and optimize accordingly

- Present ideas and final deliverables to internal and external teams, and communicate with senior leaders about marketing programs, strategies, and budgets
- Maintain communications correspondence with new and current partners

Qualifications

- Master's Degree [or similar experience] in related field preferred
- Strong understanding and insight of social media platforms such as: Facebook, Twitter, Instagram, and Youtube. Knowledge with data tracking a plus.
- Understanding of digital social media tools and communications methods
- Has a basic appreciation for Hip-Hop
- Strong verbal and written communication skills
- Ability to work both independently and collectively
- Responsible, ethical, and detail oriented
- Ability to work in a multicultural environment
- Enthusiastic about the mission of HipStory

Compensation: Based on contract.. Additional opportunities for professional development and music/film industry networking, and ability to grow personal business.

Apply directly through our website TheHipStory.com

Written Full Name Date

Signed Full Name Date