

Forget what you know about music festivals, we're shifting the paradigm and have started something new. KAABOO is the next step of evolution for live music events around the world. Aimed at indulging all five senses, we are setting the bar higher for artists, foodies, patrons and any who just wants to hang loose. Where every detail is designed for your enjoyment and clean, comfortable amenities inspire you to break from your busy life. Whether you dance until your feet hurt, eat until your stomach is full, or laugh out loud, KAABOO is a welcomed escape. At our core, we are a team driven by doers and achievers striving to improve and amplify the entertainment scene for adults.

We are currently seeking a Marketing Director for our Del Mar event. Reporting directly to the SVP - Marketing, the Marketing Director of Del Mar will be the leader of the marketing and branding efforts related to a specific event, including ticket sales, consumer marketing, social media, PR, and digital. These plans must create buzz, drive ticket sales and build brand equity. The Marketing Director will ensure that all plans have clear goals and a vision that supports the strategy set for each marketing initiative.

#### **Essential Duties and Responsibilities:**

- Drive the marketing efforts and execute vision on all aspects of digital and social media – sales, strategy, creative, measurement & analytics, social listening, KPI setting, and optimization.
- Work closely with SVP - Marketing regarding the support needs from the marketing team based in Denver, CO, such as graphic design, contracts, web site and other support needed for the event.
- Responsible for all marketing initiatives including all aspects of sales, marketing planning, digital, branding, demand generation, event planning, channel marketing and PR.
- Work with SVP – Marketing in the creation of the strategic positioning for each event, lead the efforts to execute on such strategy.
- Create and communicate a marketing/creative brief to teams across the organization.
- Initiate projects, in relation to event calendar and marketing needs.
- Review and provide feedback to SVP – Marketing regarding creative/marketing team of their work relative to strategic goals, concepts and execution.
- Leverages data & marketing analytics to optimize campaigns, gain insights, set KPI's, and communicate the campaign results to SVP – Marketing and other stakeholders.
- Creation of national and international campaigns fostering best marketing practice and innovation across the business.
- Manage budget to bucket allocation and be informed on successful marketing and media outlets.

#### **Qualifications:**

- 5+ years experience managing marketing campaigns for large scale events with national and international music artists
- Experience in all aspects of the event industry
- Superior communication skills
- Excellent time management skills and the ability to manage multiple competing deadlines

Please send resume to [jobs@kaaboolc.com](mailto:jobs@kaaboolc.com)