



**Digital Marketing Strategist**  
**Full-time position**  
**Based in Los Angeles or Saratoga Springs, NY**

Mills Entertainment is an industry leader in branded live entertainment. We produce and promote engagements at theaters, arenas, casinos, and colleges throughout the United States and internationally. The work we do is exciting, challenging, and enjoyable. We are seeking applicants with a passion for the live entertainment industry and a desire to join the industry's leading team.

**Job Purpose**

Mills is looking for an entrepreneurial, experienced Digital Marketing Strategist to assist in the creation, coordination, and implementation of our social media and digital marketing plans for Mills Entertainment and our properties.

**Duties include, but are not limited to:**

- Oversee production of digital marketing assets, coordinating closely with design team
- Plan and execute web, SEO/SEM, email, social media, and display advertising campaigns
- Develop creative promotions and social media strategies based on agreed-upon objectives
- Quantify ROI and evaluate the results of marketing campaigns
- Build and maintain our social media presence along with updating our company website
- General maintenance of artist websites and social media
- Generate B2B campaigns targeting venues & promoters
- Plan, execute, and measure digital/social experiments and conversion tests, reporting to team as needed
- Collaborate with design team to create effective landing pages and optimize user experience
- Develop new and creative growth strategies
- Identify trends and optimize spending plans based on insights

**Minimum Qualifications:**

- A bachelor's degree or higher and a minimum of five years of experience
- Experience in marketing is required
- Industry knowledge and experience is helpful, but not required

The Digital Marketing Specialist position is a full time position offered at an annual salary of \$45,000

**Career Path:**

Hires that excel in this position may transition well to other internal Marketing or Development department roles, if desired.

This position may be based in either our Saratoga Springs, NY or Los Angeles, CA offices Remote work may be considered for the right candidate.

Mills Entertainment offers a competitive total compensation package.

**Interested applicants should send a resume and cover letter to [jobs@millsentertainment.com](mailto:jobs@millsentertainment.com).**

*Due to the volume of applicants, we are unable to reply to all submissions. No phone calls or office visits please.*