



**Marketing Manager  
Full Time  
Saratoga Springs, NY / Los  
Angeles, CA / Remote**

Req. # MM0517

**Mills Entertainment is the industry leader in branded live entertainment.** We collaborate with top artists and content partners to 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 live entertainment and a desire to join the industry's leading team.

**Job Purpose**

Mills Entertainment is looking for a Marketing Manager to support the Director of Marketing in achieving engagement revenue targets and marketing goals by creating engagement marketing plans, overseeing marketing budgets, implementing the consumer marketing processes and building long term strategic partnerships with local marketing partners.

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

- Develop and implement media/advertising campaigns and strategy
- Negotiate and purchase effective media deals
- Generate an understanding of each market such as spending habits, trends and demographics
- Work with creative team to develop and produce marketing assets for tours
- Collaborate with venues to set-up marketing, ticketing, discount programs & track sales
- Write press releases and generate publicity for events
- Plan and implement web and email marketing
- Develop creative promotions and strategic partnerships on local and national levels
- Quantify ROI and evaluate the results of marketing throughout campaigns

**Required Qualifications:**

- A bachelors or advanced degree in Marketing or related field and at least 5 years' experience working in a marketing role required
- At least 3 - 5 years of media buying experience preferred
- Industry experience preferred
- Extremely organized and able to manage multiple priorities applying project management work methods, working autonomously in a fast-paced entrepreneurial environment.
- Precision of writing and grammar with excellent attention to detail
- Excellent communication and interpersonal skills, and the ability to develop and maintain long term relationships with our strategic partners.
- Ability to collaborate and lead a team, navigating different communication styles, maintaining composure and a high level of customer service.
- Must be able to travel domestically and internationally as needed

**Additional:** This position is not restricted to only local candidates closest to our offices, in Saratoga Springs, NY or Los Angeles, CA. Relocation assistance is available.

*Mills Entertainment offers a competitive benefits package.*

**Interested applicants should send a cover letter, resume, and salary requirements to [jobs@millsentertainment.com](mailto:jobs@millsentertainment.com) – Referencing Req. # MM0517 in subject line.**

**Due to the volume of applicants, we are unable to reply to all submissions.**

**No phone calls or office visits, please**