



Marketing Manager - **ole label group**

Toronto - We are seeking an experienced, proven Marketing Manager to fill this exciting and unique assignment in our rapidly growing company

About **ole label group**

ole was founded in 2004 and has operations in Toronto, Nashville, New York, London and Los Angeles. The company boasts a team of over 180 experienced industry professionals focused on acquisitions, creative development, and worldwide rights management.

ole label group is the innovative record label division of **ole**, the world's fastest growing rights management company. We are majorly indie; with the infrastructure and reach of a major, and the dedication, creativity and care of an indie.

ole label group consists of two unique imprints:

Anthem Records is the label home of Rush, Stompin' Tom Connors, Max Webster, Big Wreck, Ian Thornley, Steven Page, and The Tea Party.

red dot is our country label, which has developed artists including Austin Jenckes, Eric Ethridge, Kalsey Kulyk, Josh Dorr, and Haley Reinhart.

We love the music we work with, and that's what's most important.

For more information, visit www.olelabelgroup.com

Position Scope

Reporting to the Senior Director, Marketing, this role will oversee all aspects of marketing strategy and execution for ole's label roster, working directly with our artists/managers/partners to develop campaigns for audience growth and consumption. Including but not limited to the following primary responsibilities:

- Work collaboratively with internal and external stakeholders to support the build of artist brand identity / brand guidelines
- Develop and executive release strategy for each artist's project including timelines, content, streaming strategy and advertising strategy to grow audience and consumption; consult with Promotion and Publicity on rollout plans to maximize opportunities and exposure
- Quarterback the execution of artist assets including bios, photo shoots, video shoots, lyric videos, website, DSP and social media account set up and updates; work with various internal and external stakeholders to ensure assets are in line with artist brand guidelines
- Project manage the creation of all marketing materials including album graphics, single graphics, logos, social graphics, artist website re-skins, radio, print, on-line and OOH advertising creative, and other similar creative for artists as assigned
- Plan and execute single and album marketing plans including reporting and analytics on ROI, providing recommendations for optimization based on data
- Create content and digital assets that compliment and elevate the overall marketing strategy for each artist on paid/non-paid social channels, including Facebook, Instagram, Twitter, Snapchat, YouTube and Pinterest
- Develop and maintain relationships with the Media, Partners, DSPs and other industry professionals
- Present long lead label priorities to DSPs on a quarterly basis as well as regularly liaison on daily activities and priority releases and timelines
- Create, negotiate and execute all paid advertising (print, radio, OOH, digital, etc.)
- Managing Promo & Publicity vendors
- Create marketing budgets and track spends across multiple projects

Qualifications, Experience and Skills

- University Degree, College Diploma, or relevant related experience
- Previous experience at a label or distributor and good knowledge of the entertainment industry preferred
- Adept at working in a fast paced, ever-changing environment, with the ability to be nimble and perform multiple tasks simultaneously in a timely manner
- Working knowledge of Canadian radio and media landscape
- Good understanding of the various social platforms, their various features and how to grow audience and engagement across each platform
- An understanding of how the different DSPs work, what each of their needs are and how best to maximize support an asset
- A self starter who works well both independantly and collaboratively as part of a team
- Outstanding communication skills (both written and verbal)
- Excellent working knowledge of Microsoft Office suite (Outlook, Excel, Word, etc.)
- Knowledge of SharePoint and Pardot an asset
- Ability to adapt and change as needed

Behavioural Identifiers

- Positive, self-starter attitude and desire to exceed expectations
- Organized, time management proficiency
- Flexibility / adaptability
- Emotionally intelligent
- Anticipative

This role offers a competitive salary, bonus, and benefits program

The successful candidate will need to agree to a complete background check

Please send your resume to careers@olemm.com

We thank all respondents for their interest and will contact only those whose skills and backgrounds closely meet the criteria