



9826 Montpelier Dr.
Delray Beach, FL 33446
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Address: 9826 Montpelier Drive

City: Delray Beach

State: FL

Zip: 33446

Website: www.degy.com

Contact/Supervisor's Name: Ari Nisman

Secondary Contact Name: Evan Schaefer

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JOB POSTING: Director of Marketing

Description:

The Director of Marketing position will report directly to the company's CEO & President, Ari Nisman, and work across Degy's business ventures. The Director is a thought leader within our firm and works with executive team to counsel, coach and advise on actionable marketing strategies that will help the portfolio succeed. This person will become the lead for the marketing department with a dedicated Creative Director and intern team reporting to this position. This individual will lead all marketing strategies for the family of Degy companies including Degy's roster and talent-buying sides of Degy Booking International. The Director's primary responsibility is to create marketing strategies to help increase sales through successful marketing for the entire organization. To be successful in this role, the person will use market research, pricing, product marketing, marketing communications, advertising, and public relations. The Director will ensure the organization's message is distributed across channels including the company's targeted audiences to align with the company's goals.

Duties will include (but are not limited to):

- Set marketing goals & objectives;
- Develop overall company marketing and brand strategy for lead generation;
- Oversee development and launch of websites and social feeds built both as an informative tool as well as for lead generation;
- Work with Degy roster artists to develop clear marketing strategies and possess all necessary marketing pieces;
- Increase social followings on all critical social platforms and develop strategies around social engagement. This will include both organic and paid opportunities;
- Develop a robust social media campaign to oversee team working on social posts including approving and launching all content;
- Use data and reports to make data-based decisions on behalf of company;
- Create and present regular marketing briefings to CEO and executive team, as well as an annual report to company at conclusion of the fiscal year;
- Develop "white paper" content to push out to public;
- Serve as the company's voice, when required, for public relations purposes;
- Work to network to all media opportunities and ensure that company establishes new written, social media, TV, and other related coverage from third parties;
- Oversee development of relevant videos, promotional tools, and other useable marketing content pieces;
- Develop proper advertising and strategies around conferences, conventions, and newly launched businesses and streams;
- Other duties as assigned.

Qualifications:

Prefer 5+ years of marketing experience. Candidate should be a hands-on, confident, outgoing, inspired, analytical, organized, process-oriented individual with superior communication skills. Must have good phone skills, strong organizational skills, and a willingness to participate right from the start. Should have working knowledge and comfort with all social media platforms (Facebook, Instagram, LinkedIn, Snapchat, Youtube, Twitter, TikTok, etc.) and with CRM and SEO tools like Google Analytics, Google Adwords, Hubspot, Wordpress, and the like. Comfort with Salesforce & Pardot is preferred. Should have experience and be comfortable with website development and lead generation tools. Familiarity with Office 365 (word, excel, powerpoint, outlook and other similar platforms), Sharepoint, and other related programs is a plus. Individuals should be able to work in a home office environment, with a comfortable, laid back demeanor. Travel will be required to support the needs of the company including attending events, conferences, meetings, and the like. The role will sometimes include work on nights, weekends, and some holidays.



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Wage/Salary:

Annual salary. Range: \$60,000 - \$75,000 USD
Company profit sharing program.
Vacation time.
Expenses covered (office, cell phone, computer, travel).
Home working environment.
Flexible hours.

Start Date:

Tentatively March 1, 2022 (flexible for the selected candidate)

Work Location:

Remote working environment. No relocation is required.
All staff members (including agents and support teams) work independently and remotely from their home market. Each staff member is prepared to travel at all times to events or meetings, as needed.

Organization Description:

Formed 25 years ago, DEGY is a forward-thinking, well-established organization with 19 staff members working across five different companies. DEGY's family of companies is comprised of several music, entertainment and travel companies across its portfolio. They include:

- Degy Booking International, its worldwide booking agency responsible for 3,000 events annually. The company operates primarily in the college, military, festival, PAC, sports and corporate markets. In addition to exclusively representing 100+ acts & dance events, the company is one of the largest talent-buying agencies in the world for national music artists, comedians, speakers and celebrities.
- Degy World, its virtual business which operates an active metaverse platform.
- Degy Consulting Services, its entertainment consulting firm.
- Sponsored Tours, LLC, its sponsorship and brand-based touring business.
- Ignite Cruises, LLC, its travel and cruise company focused on developing and executing destination events and vacations.

Degy provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, Degy complies with applicable state and local laws governing nondiscrimination.

**Please send cover letter & resume to: careers@degy.com
Subject line should reference: Director of Marketing position**