



9826 Montpelier Dr.  
Delray Beach, FL 33446  
info@degy.com  
(732) 818-9600

**Address:** 9826 Montpelier Drive

**City:** Delray Beach

**State:** FL

**Zip:** 33446

**Website:** [www.degy.com](http://www.degy.com)

**Contact/Supervisor's Name:** Ari Nisman

**Secondary Contact Name:** Evan Schaefer

**Phone:** 732-818-9600 / **Fax:** 732-818-9611 / **E-mail:** [info@degy.com](mailto:info@degy.com)

### **JOB POSITION: Marketing Director**

#### **Job Description:**

Our Marketing Director is at the center of our company's success. You will lead and influence at the strategic, operational, and tactical levels of our business. The Marketing Director's primary responsibility is to create marketing strategies to increase sales and to identify new opportunities throughout the organization. The Director is a thought leader working with the executive team to counsel, coach and advise on actionable marketing strategies that will help the portfolio succeed. This individual will lead all marketing across the family of Degy companies including Degy's roster of acts and talent-buying lines of business. 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. The Marketing Director reports directly to the company's CEO & President and works alongside the entire leadership team to shape and steer direction across Degy's business ventures. This person leads the marketing department including a dedicated Creative Director and a robust intern team.

#### **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 our 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;
- Use company's marketing tools such as Pardot (Salesforce) to track metrics and automate marketing strategies;
- Other duties as assigned.

#### **Qualifications:**

Prefer 5+ years of marketing experience. Experience with both Salesforce and Pardot are required. 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. 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. Candidate should be able to work in a home office environment. Travel will be required to support the needs



9826 Montpellier Dr.  
Delray Beach, FL 33446  
info@degy.com  
(732) 818-9600

of the company including attending events, conferences, meetings, and the like. The role will sometimes include work on nights, weekends, and some holidays.

**Wage/Salary:**

Annual salary. Range: \$60,000 - \$75,000 USD

Company profit sharing program.

Vacation time.

Opt-in medical insurance plan.

Travel program benefits.

Work expenses covered (office, cell phone, computer, travel).

Remote, home working environment.

Ability to travel.

Flexible hours.

**Start Date:**

January 2023 (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 over 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](mailto:careers@degy.com)  
Subject line should reference: Marketing Director**