



<p><b>Marketing Coordinator Position Description</b></p>
--

**I. TITLE: Marketing Coordinator**  
**FLSA: Exempt**

**II. ORGANIZATION AND POSITION SUMMARY:**

Waterloo Greenway is a 1.5-mile urban park system supported by a public-private partnership between the City of Austin and Waterloo Greenway Conservancy (WGC). Once complete, the 35 acres of connected green space will be home to a wild array of natural and cultural destinations. The park system is being planned, designed, and built in three phases of geographic milestones. Meeting each phase by our completion goals is ambitious and requires support from the entire community. Phase 1 opens in the summer of 2021 and includes Waterloo Park and the Moody Amphitheater. Amid epic gardens and rolling pathways, and a twinkling Waller Creek that links them, the environment, arts, health, and adventure will converge and nourish authentic and uplifting experiences that reflect our city's diversity.

Live Nation Entertainment is the world's leading live entertainment company, comprised of global market leaders: Ticketmaster, Live Nation Concerts, and Live Nation Media & Sponsorship. Ticketmaster is the global leader in event ticketing with over 500 million tickets sold annually and more than 12,000 clients worldwide. Live Nation Concerts is the largest provider of live entertainment in the world promoting more than 30,000 shows and 95+ festivals annually for nearly 4,000 artists in over 40 countries. These businesses allow Live Nation Media & Sponsorship to create strategic music marketing programs that connect over 900 brands with the 86 million fans that attend Live Nation Entertainment events each year.

WGC and Live Nation are seeking a motivated and experienced individual to take on the Marketing Coordinator role at the Waterloo Park Moody Amphitheater in Austin, TX. This position will support the amphitheater Live Nation concert series and other WGC venue events and programs by implementing and supporting marketing efforts and plans including: proofing, designing, managing and analyzing all aspects of marketing strategies, email marketing, social media, daily automated and manual B2C campaigns with the goal of connecting and distributing messaging to consumers in a way that is targeted, welcoming, and will ultimately encourage positive word-of-mouth





about the venue. Role will operate at the highest standards of WGC and within the scope of Live Nation standards, policies and procedures.

The ideal candidate will have proven experience in venue marketing coordination. The Marketing Coordinator will be an employee of the WGC with duo reporting lines to the WGC Director of Communications and the Live Nation Marketing Manager and will work in collaboration with contractors who operate within the venue.

### **III. ESSENTIAL FUNCTIONS:**

- Support marketing plans led by Live Nation Marketing Manager
- Lead marketing plans for amphitheater venue events and programming including community and special events in collaboration with Live Nation and WGC staff
- Build marketing campaigns using a robust set of marketing tools
- Responsible for maintaining venue website content with listings for all venue events
- Perform end to end campaign quality checks, ensuring consistent branding, formatting of content, functioning links/pages and assessing audience targeting
- Responsible for supporting social media strategy including content management and execution
- Develop working relationships with promotional partners and local media and serve as onsite media contact for events
- Manage email campaign queue, segmentation and automation including email quality assurance while adhering to targeted deadlines for communications
- Compile regular reporting to ensure leadership is up to date on channel and campaign performance
- Create HTML and text e-mails using in-house design and other software applications
- Work with City of Austin stakeholders including the PARD department on fan messaging and other communications platforms and projects
- Grow opt-in member base, filter data, import target lists into email database to increase depth and breadth of knowledge associated with subscriber base
- Ensure utilization of best practices and compliance of content submitted is correct and follows brand standards, privacy, spam regulation and deliverability
- Edit and maintains training documentation and guides as directed
- Conduct testing of email features to increase performance and assist with text message & push notifications
- Other tasks as assigned by the Director of Communications/Marketing Manager

### **IV. PHYSICAL DEMANDS AND WORK ENVIRONMENT:**





The work environment consists of office space, facility building structures and grounds. The amphitheater venue work week can be a seven-day week with Saturdays, Sundays, and holidays given off, as the work and concert schedule permits.

**V. QUALIFICATIONS - EDUCATION AND EXPERIENCE:**

- Bachelor's Degree in Marketing or related field
- 1-2 years of experience leading marketing plans
- 1-2 years of email marketing experience - ExactTarget, Salesforce and Mailchimp preferred
- 1-2 years of HTML/web editor email experience
- 1-2 social media management experience
- Excellent written and verbal communication and interpersonal skills
- Strong Microsoft Office skills (Word, Excel, Outlook, PowerPoint) and other programs
- Self-motivator/flexible/team player
- Strong organizations skills. Completes projects quickly with a strong eye for details
- Able to work in a fast-paced environment with multiple projects
- Basic understanding of email and database marketing infrastructures & technologies
- Knowledge of concert promotion and live event business a plus

**VI. COMPENSATION:**

Competitive compensation, dependent on experience. Medical, vision, dental and life insurance benefits. Generous PTO, vacation, and sick-leave policy. IRA with organizational match.

**VII. TO APPLY:**

Qualified applicants are invited to submit a resume, cover letter, and contact information for at least three professional reference via email to [jobs@waterloogreenway.org](mailto:jobs@waterloogreenway.org).

Applicants for employment in the U.S. must possess work authorization which does not require sponsorship by the employer for a visa.





#### EQUAL EMPLOYMENT OPPORTUNITY

Waterloo Greenway and Live Nation Entertainment strongly support equal employment opportunity for all applicants regardless of race, color, religion, sex, gender identity, pregnancy, national origin, ancestry, citizenship, age, marital status, physical disability, mental disability, medical condition, sexual orientation, genetic information, or any other characteristic protected by state or federal law.

#### HIRING PRACTICES

The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job.

