



<p style="text-align: center;">Senior Marketing Coordinator Position Description</p>

TITLE: Senior Marketing Coordinator
FLSA: Exempt

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. Phase 1 opened in August 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.

Waterloo Greenway Conservancy is seeking a motivated and experienced individual to take on the Senior Marketing Coordinator role at Moody Amphitheater at Waterloo Park in Austin, TX. This position will support the Live Nation concert series and Waterloo Greenway events and programs by implementing and supporting marketing efforts and plans including: proofing, designing, managing and analyzing all aspects of marketing strategies and creating compelling content for social media channels, website, and external email communications that engages and authentically connects with broad and diverse audiences. The 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 report to the Director of Creative & Communications and will work in collaboration with the Live Nation Marketing Manager and contractors who operate within the venue.





ESSENTIAL FUNCTIONS

- Lead marketing plans for Live Nation concerts at Moody Amphitheater and Waterloo Greenway programming including community and special events in collaboration with Live Nation Marketing Manager and WGC staff
- 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 concerts and 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 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 Creative & Communications

PHYSICAL DEMANDS AND WORK ENVIRONMENT

- This position has a flexible schedule that will change based upon the event calendar; required weekends, evenings and holidays.





- This job does require outdoor work and this person is able to endure seasonable weather conditions and temperatures.
- 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.
- Computer work and sitting for long periods of time.

QUALIFICATIONS - EDUCATION AND EXPERIENCE

- Bachelor's Degree in Marketing, Communications, 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

KNOWLEDGE, SKILLS AND ABILITIES

- Excellent writer with a strong command of English grammar.
- Excellent verbal and interpersonal communication skills.
- Possess a strong understanding of cross-cultural communication and strive for cultural proficiency in all communications.
- Mission-driven with a desire to add value and grow with the organization.





- Ability to manage multiple priorities in a fast-paced and deadline-oriented environment.
- Ability to self-direct work and follow through without being prompted.
- Highly responsive to internal and external requests.
- Commitment to the values of equity and inclusivity.
- Fiscally responsible and uses reasoned judgment.

COMPENSATION

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

TO APPLY

Qualified applicants are invited to submit a resume, cover letter, and contact information for at least three professional references via email to careers@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 strongly supports 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.

