



Marketing Coordinator

Remote, working on Eastern Time Zone hours

Summary

Gray Area is the Hub of House Music Culture & Discovery. Our mission is to unite the international house music community. We curate events that reveal new and exciting talent to dancers across the planet. Our digital content is a powerful discovery tool that connects fans to the stories of their favorite artists. And our event discovery platform expands global event brands and festivals to new territories.

We are looking for a creative and detail-oriented **Marketing Coordinator** to join our team and help build a global community of house music fans. The Marketing Coordinator will be responsible for supporting the development and execution of marketing campaigns, including some management of our website CMS and social media channels.

The ideal candidate should be self-motivated, excited about Gray Area's mission, and eager to build something ground-breaking in the music industry. This role is an opportunity to impact key parts of fast-growing business and learn different components of marketing.

Details

- Contract-to-hire
- Remote or Hybrid Location: Work from Home on Eastern Time Zone hours + Onsite at Events on a case by case basis

What You'll Do

- Project Management & Coordination
 - Assist with the development and execution of marketing campaigns, including email marketing and social media
 - Coordinate communications, interviews, and editorial pieces featuring artists like Mau P, Miss Monique, and Eskuche (See more [HERE](#))
 - Communicate and coordinate with internal teams to ensure projects are delivered on time and at high quality
 - Manage and maintain organization systems, including global marketing calendars, task management tools like Asana, creative production trackers, Google Drive folders, and performance reporting
 - Ensure creative assets are delivered, circulated and organized to all stakeholders

- Content Creation & Management
 - In partnership with the Social team, develop, curate, and post engaging content on Gray Area's social media
 - Support the layout and publishing of editorial and show ticketing content on grayarea.co
 - Manage the uploading and publishing of OCHO sets and Gray Area content on Spotify

Preferred Experience & Qualities:

- Highly organized, analytical and detail-oriented with a proactive work-style
- Cares deeply about Gray Area's mission
- Passionate about dance music culture, artists, trends
- Stellar written and verbal communication skills
- 2+ years of experience in marketing, project management, or related field
- Proven ability to prioritize and manage multiple tasks, projects and priorities
- Familiarity with Asana or willingness to master it
- Knowledge of social media best practices and platforms
- *Required: ability to work on Eastern Time Zone hours*
- *Preferred: candidates based in Miami or New York City*

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