



Project Manager

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 highly organized, thoughtful, and reliable **Project Manager** to create and oversee the successful execution of Gray Area show marketing campaigns. You will collaborate with Gray Area's Founder, Head of Live Entertainment, and cross-functional partners to lead and deliver high-impact, high quality, integrated marketing campaigns.

We're looking for someone excited about Gray Area's mission and who wants to build something ground-breaking in the music industry.

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

Campaign Operations & Management

- Identify campaign goals and scope, and then create project plans that define the tasks, timelines and resources required to deliver campaigns on time, on budget, and in alignment with Gray Area's brand and quality standards
- Manage all day-to-day execution of event marketing campaigns – from campaign build to launch and ongoing optimization
- Coordinate internal resources and third parties/vendors for the flawless execution of campaigns
- Own the success, accuracy and timeliness of marketing work, holding themselves and cross-functional partners to account in a respectful way
- Develop schedules for all deliverables and maintain marketing calendars, documenting all marketing actions and content publishing across channels

- Identify and vocalize needs, blockers, and opportunities to ensure success of marketing programs
- Liaison with Artist Management teams to get approvals on marketing assets, align on timelines and any other relevant campaign details
- Own documentation and tracking of campaign progress against defined goals
- Troubleshoot, problem solve, and find creative solutions to issues that may impact campaign success
- Maintain Asana project management and other communication tools used to track and organize event marketing tasks
- Manage uploading and organization of campaign folders and content in Google Drive

Analytics & Reporting

- Track and report on key performance metrics
- Lead regular retros on campaign performance, identifying optimization opportunities and insights to build into future campaigns
- Monitor and maintain campaign marketing budgets, including but not limited to securing any necessary approvals on quotes or invoices related to marketing expenses

Preferred Experience & Qualities:

- Cares deeply about Gray Area's mission and eager to help grow one of the most exciting brands in house music
- 3+ years in project management in startup, live event, or upstart work environment - agency, production, promoter, label, etc
- Proficient with Asana and other task management tools
- Highly organized, analytical and detail oriented with a proactive work-style
- Able to hold team accountable with kindness and respect
- *Required: ability to work on Eastern Time Zone hours*
- *Preferred: candidates based in Miami or New York City*

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