

Niche Media Job Description

Job title: Marketing Manager

Salary:

Location: Washington, DC

Reports to: Publisher (dotted line to Editor-in-Chief on editorial-related duties)

PURPOSE AND DESCRIPTION OF JOB

Responsible for implementing messaging and event strategy to maximize the program and brand impact at company and/or client events by working with the sales team and Publisher to manage and achieve clear and consistent messaging for the Niche Media Holdings brand. Editorial duties include writing, producing and executing many sections of the magazine, maintaining a role in the community and boosting the presence of the magazine in the local market. Please note that no position at Niche Media is static, and job functions and priorities will change as the needs of our company evolve.

ESSENTIAL FUNCTIONS

Description of Function

1. Perform all marketing/events activities.
2. Write all added value proposals.
3. Create event ideas with client integration opportunities.
4. Create event templates.
5. Liaise with Edit/Publisher to outline event opportunities for future issues.
6. Liaise with Niche Media PR firm with long notice of high profile events.
7. Create and maintain long-term magazine event calendar.
8. Create and maintain long-term in-market external event calendar.
9. Oversee all event production/activation.
10. Create all event recaps and deliver to appropriate sales person within 2 weeks of event.
11. Work with event photographer/video to send to PR firm and Niche Media digital dept to get uploaded on magazine websites within 2 days of event.
12. Traffic event photos for in-book and work with Sales to confirm photos.
13. Send post-event photo link to Sales for client distribution.
14. Develop strong relationships with local cultural institutions, charities, film/TV/cable studios, members-only clubs, publicists (for driving celeb to events), etc. to create cross promotional partnerships.

15. Design magazine benefits and entitlements with each partner organization and negotiate points of entry for magazine clients
16. Report on progress weekly to Publisher.
17. Serves as member-representative for the editorial team at real estate, food and drink events. Maintains regular contact with contacts within assigned "beat;" trendspots and identifies points of coverage by communicating with food and drink publicists, realtors, developers and restaurateurs. Independently develops editorial content for aforementioned categories within assigned "beat".
18. Manages the Invited section for the print book and online party photos channel. Assigns photographers to events, negotiates fees, receives and edits the photos, and writes the copy for each page and/or slideshow.
19. Coordinates photo coverage of all in-house events and magazine-sponsored galas. Secures Wireimage photographers for large-scale events, and hires local photographers for smaller gatherings. Ensures that all vendor paperwork is collected and submitted on time, and that the photographs are delivered promptly, in the proper format and with all captions included.
20. Independently researches and executes editorial concepts for the DC-based Editorial team. Writes sidebars, shorts and briefs as needed for the magazine, web site and e-newsletter. Specifically: researches editorial departments (real estate, food and drink), writing up key information for editorial consideration.
21. In concert with the Senior Editor in Washington and Web Editor in New York, schedules and monitors trafficking of online stories and "Web exclusive" photo galleries. Calls in artwork as needed.
22. Updates Facebook and Twitter pages and other magazine related pages for *Capitol File*.
23. Other duties as assigned.

OTHER FUNCTIONS

Candidates who cannot perform some or all of these duties because of disabilities will nevertheless receive full consideration for the job based on their ability to perform essential functions.

1. Help entertain and/or organize activities for out-of-town clients and arrange for gift deliveries, when necessary, to support our client relationships. All gift deliveries must be approved by the Publisher.
2. At the direction of the Publisher, responsible for developing and managing strategic barter relationships with locally based vendors that will provide critical products/resources/services that are needed to implement event/marketing programs.
3. Create invite copy for events.
4. Attend client marketing meetings with sales representative to conceptualize event.
5. Negotiate venue status with Publisher if needed.
6. Organizes and maintains file system, and files correspondence and other records within group.
7. Coordinates and arranges meetings, prepares agendas, reserves and prepares facilities, and records and transcribes minutes of meetings.
8. Other duties as assigned.

MINIMUM REQUIREMENTS

The following are required to enable job holders to perform the essential functions of the job.

(1) Skills/knowledge

Ability to operate office equipment such as fax machine, photo copier

Ability to operate a computer and Microsoft Office programs (Word, Excel, Powerpoint) and Gmail

(2) Experience/education

Bachelor's degree (B. A.) from four-year college or university; or three to five years related experience and/or training; or equivalent combination of education and experience.

Two to three years experience in public relations, event marketing and/or marketing in-house for a company or at an agency preferred.

Prior experience in publishing strongly recommended.

It is not the intention of this position description to limit the specific duties of this job, but rather to describe the major responsibilities and activities associated therewith at the time the position was prepared. As our company changes, as its needs change, or simply with the passage of time, the specific task and responsibilities which comprise any job also tend to undergo changes. Such changes may consist of additions to, reductions in, or substitutions of duties and responsibilities.