

Join us

Digital Marketing Manager



AEI Group has a new and exciting opportunity to lead and manage marketing campaigns for some of AEI Group's leading brands, UKF and Drum&BassArena. The successful candidate will manage and execute strategies harnessing social media platforms and data, while getting closer to fans, customers and industry professionals to further develop the community around the brands online. Utilising this to drive music streams, merchandise sales, event tickets and content reach.

A Bit About Us

By curating a culture that champions outsiders, we empower artists, managers and entrepreneurs to break through the noise and grow brands that are changing the industry.

Our thriving brands include UKF, NCS, Drum&BassArena, SubSoul, El Dorado Festival, Detonate Festival and Let It Roll Festival. We're industry-leading, innovation-focused and fiercely independent.

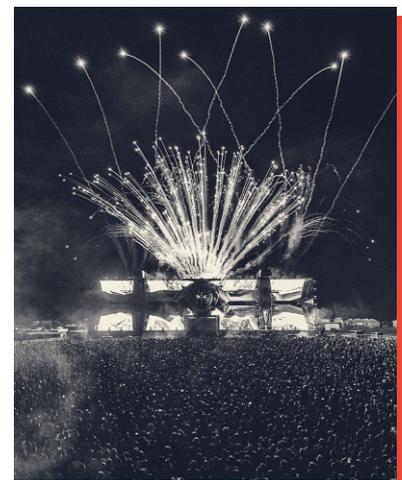
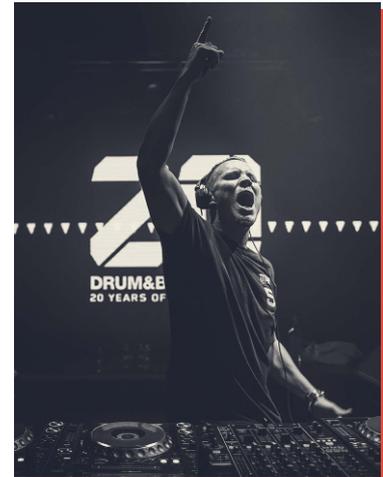
Our team is at the heart of this. We're united by our love of music, and we believe that anyone who shares this passion can transform it into a lifetime career. We celebrate differences and we encourage applications from everyone, no matter who you are or where you're from.

What You'll Do

- ▶ Create and execute marketing timelines for campaigns across releases, merchandise, events and content
- ▶ Manage and execute social media strategies for UKF & Drum&BassArena across social platforms (Facebook, YouTube, Twitter, Instagram) ensuring brand consistency
- ▶ Brief assets in to our creative team, complying with platform best practices
- ▶ Create and write regular newsletter and mailer content, with a focus on retaining and growing the brands' databases using Active Campaign
- ▶ Utilise messenger bots and other initiatives to build consistent brand communication
- ▶ Coordinate between music, events, merchandise and creative content providing engaging text, image and video content for social media
- ▶ Coordinate and liaise with the brands wider marketing teams joining the dots between advertising, editorial and online
- ▶ Respond to fan queries, monitor and report on feedback
- ▶ Develop a database of brand ambassadors to drive music streams, merchandise, and ticket sales
- ▶ Create new initiatives to engage the community, both online and physically

Who You Are

- ▶ You'll love dance music, in particular bass music
- ▶ You'll have knowledge of UKF & Drum&BassArena and all of their channels
- ▶ You'll become the voice of established, highly-respected brands and will be able to write snappy copy with ease and at pace
- ▶ You have basic knowledge of Adobe suite including Photoshop, Premiere Pro, Illustrator and After Effects
- ▶ You have an understanding of the brands' audiences and how to communicate to them
- ▶ Comfortable being 'public facing' and the first port of call for the brands
- ▶ You have hands on experience with social media management for brands with proven experience in engaging online communities across the core platforms
- ▶ You can identify and track relevant community metrics through data (e.g. repeat attendance at events, top commenters)
- ▶ You have a strong understanding of email marketing best practices
- ▶ Experienced in using platforms such as Mailchimp & ActiveCampaign and with knowledge of CRM and database management



**If you think you have what we're looking for and more, then we'd love to hear from you.
Please send your CV and cover letter to hope.nolan@aei.co.uk.**