



## We're Hiring a **DIRECTOR OF MARKETING**

Sam Hill Entertainment is seeking a results-driven Director of Marketing to position our company and exclusive roster of bands as the premier source of live music for private events in the Southeast.

Our vision is to elevate the experience of hiring a live band by intertwining a revolutionary online booking platform with compelling marketing materials that capture the essence of our bands. We will accomplish this by...

- Launching our industry's first full digital client booking experience.
- Leading the creation and publishing of content designed to attract, educate, and inspire clients.
- Bringing our bands to life online through our in-house [Creative Services](#).
- Enhancing client relationship development by integrating a value-focused marketing strategy.

The Director of Marketing will play a central role in propelling this vision forward, becoming an instrumental force in our mission to deliver top-tier service to both our clients and bands. If you are passionate about growing an established brand committed to creating amazing client experiences AND leading a creative team that brings that vision to reality, then we are looking for you!



## WE ARE SAM HILL

We represent amazing live bands that dazzle guests at weddings, corporate events and private parties around the country. Our job is the power our bands with great gigs and provide the steady support they need to be successful, and to ensure that our clients have an extraordinary experience from start to finish when booking and working with our bands.

Sam Hill is founded on the belief that music is an essential part of any celebration, and that live music impacts people in an especially powerful way. Underlying everything we do is the belief that successful bands must not only be great performers, they must also be great for our clients to work with. We are most successful when we enable our bands to shine and our entire team to do their best work.

The culture at Sam Hill is based on connection - to each other, and to where we are headed. We focus on creating a healthy remote work culture with periodic in-person time. We keep our eye on our goals and on how each member of our team contributes to accomplishing them. We are people you can count on, people who want to do it better next time, and people who are more interested in those we serve than in serving ourselves. We take pride in the fact that many of our staff have been with us for over a decade, and we love the new ideas and fresh perspective we get when we welcome new folks onto the team.

## SNAPSHOT

- What we do: Empower celebrations through live music
- Why We Do It: To elevate the experience of hiring a band
- Founded: 1995 in Charlottesville, VA
- Region: Mid-Atlantic and Southeast
- Exclusive Bands: 50 and growing
- Employees: 15 and growing
- Work Environment: Fully remote with periodic in-person time



## REMOTE WORK AT SAM HILL

In 2021, after over a year of operating remotely, Sam Hill Entertainment decided to give up our offices and move permanently to a remote-work based structure. While we embrace the positive aspects of remote work, we also realize that there is value in face-to-face interaction and recognize that company culture is not always built behind a desk or a screen, so we are making sure to implement both in-person and virtual experiences to maintain a positive staff experience.

Here are some of the things you can expect as a team member at Sam Hill:

- Company retreats in the spring and fall
- Summer outings that include a plus 1
- An annual holiday party + overnight stay
- Occasional happy hours (both virtual and in-person)
- Weekly virtual team and 1:1 meetings
- Milestone recognition across teams and employees

# THE POSITION

## Director of Marketing

As the Director of Marketing, you will play a key role in enhancing a key facet of our business, significantly influencing the success of both our bands and broader business operations. Your insights and expertise will reinforce and grow Sam Hill's position as the live music experts in the private event industry, driving the development of impactful marketing strategies that foster enduring relationships with our bands and clearly communicate their unique value to our clients.

In this role, you will oversee all aspects of marketing within Sam Hill. Your responsibilities will include taking the lead on our online presence, with a focus on launching our new online booking platform. Specifically, you will play a crucial role both during the launch and in the subsequent phases of analysis, fine-tuning, and improvements. Additionally, you will leverage your expertise to transform our website conversion funnel and social media presence, defining KPIs for diverse marketing channels, and using data and market trends to inform our overall strategy. Further, your influence will touch all of the 50+ exclusive bands on our roster. Overseeing our in-house Creative Team, you will guide each band's brand development and the creation of captivating promotional materials.

At Sam Hill, we highly value collaboration and a people-focused environment. To be successful in this role, you will need to have a strong focus on cross-functional collaboration, working closely with our Client Team, Roster Team, and Solutions Team to align marketing strategies with client relationship development, band recruitment efforts, and the overall client experience. As a leader, you will manage all staff and contractors within the Marketing Team and contribute to strategic alignment and company direction as a member of our Leadership Team.

As a foundation, we are looking for an experienced marketing professional with strong quantitative skills, an affinity for data-driven decision-making, and a minimum of 10 years of marketing experience, including a senior-level marketing role.



# QUICK FACTS

- **Reports to:** Founder & CEO
- **Works closely with:** Roster Team, Client Team, Creative Team, Solutions Team
- **Supervises:** Creative Team Producer, Paid Search Team, Social Media Team, future marketing positions
- **Time Commitment:** Full-Time
- **Location:** Fully remote, based in Virginia, Washington DC, or Maryland (within 3 hours of Charlottesville)
- **Travel Requirements:** This position will need to attend 10-12 in-person company meetings and gatherings per year located in Central VA, including company retreats and quarterly strategy meetings, with overnight stays as needed.
- **Expected Start Date:** November 2023
- **Compensation:** \$110,000 - \$125,000 depending on experience + performance bonus
- **Benefits:** Medical, Dental, Vision, Retirement Plan (with Company Match), Flexibility, 20 PTO Days, 12 Holidays, 1 Week Winter Break, Summer Hours



# SKILLS & EXPERIENCE

## Required Skills & Abilities

- Bachelor's Degree
- 10 years professional marketing experience
- Experience in a senior-level marketing role
- Experience growing a marketing team
- Ability to lead and manage a diverse team of internal staff and external agencies/contractors
- Strong written and verbal communication skills
- Proficiency in quantitative analysis, product and content marketing, Google Analytics, and CRO analysis
- Strong proficiency with Customer Relationship Management (CRM) systems
- Ability to manage and advise marketing budgets

## Helpful

- Experience in the private event and/or music industry
- Experience in marketing live bands
- Experience with Salesforce sales and marketing products
- Participation on a leadership/management team within an organization



# RESPONSIBILITIES

## Strategic Responsibilities

- Direct lead generation and brand awareness strategies
- Establish and develop online lead conversion funnel performance
- Formulate, monitor, and interpret key metrics to inform marketing initiatives
- Guide the evolution of master brand, including design and visual identity
- Set general strategy and brand guidelines for presenting band content
- Develop and direct digital content strategy
- Guide band pricing strategy and implementation
- Work with Client Relationship Team to devise strategies for nurturing and developing client relationships
- Collaborate with Roster Team on objectives and strategies for effective band recruitment and branding
- Define client personas and lead the development of our strategic value proposition
- Represent the Marketing Team on company Leadership Team

## Tactical Responsibilities

- Analyze website lead conversion performance and translate into CRO improvements
- Manage the teams who oversee existing marketing initiatives, including SEO and organic search programs, paid search, and social media advertising.
- Manage email marketing program
- Guide social media team in creating and implementing band content strategies across various platforms, ensuring brand alignment, monitoring key metrics, and optimizing strategies based on engagement trends
- Direct the creation and curation of master brand content, including copy, images, video, and graphic design
- Manage the distribution and use of both master brand and band-specific content across digital platforms like company website, advertising sites, blogs, email, and social media
- Oversee the development of unique band branding to guide creative work, including product positioning, copy, logo, and styling
- Ensure the Creative Team's production of band-specific content is within specified timeline, budget, and brand guidelines
- Advise on resolution of band marketing challenges in collaboration with Client and Roster Teams
- Manage the Marketing Team's budget
- Lead, manage, and develop both current and future marketing staff and contractors, including but not limited to:
  - Creative Team Producer
  - Paid Search Team
  - Social Media Team
  - Marketing Coordinator
  - SEO/Content Generator
  - Copywriter

# INTERESTED?

**To Apply:** [www.samhillbands.com/careers](http://www.samhillbands.com/careers)

**Learn More About Us:** [www.samhillbands.com](http://www.samhillbands.com)

**To Reach Us:** [recruiting@samhillbands.com](mailto:recruiting@samhillbands.com)

