

*Party Earth – Jr. Marketing Associate*

**Position:** Jr. Marketing Associate

**Location:** Los Angeles, CA

**Description:** Party Earth ([www.partyearth.com](http://www.partyearth.com)) is looking for a Jr. Marketing Associate to execute a variety of the Company's marketing and partnership initiatives for its digital and print products.

**Responsibilities**

- Execute marketing initiatives to maximize brand awareness, continually increase traffic to PartyEarth.com and Party Earth mobile applications, increase user generated content, and increase email newsletter subscribers
  - Conduct online marketing initiatives to drive millions of users to PartyEarth.com and Party Earth mobile applications
    - Build links to the Party Earth website with partner websites, venues reviewed by Party Earth, events listed on Party Earth, web directories, and other relevant websites
    - Promote the Party Earth brand, content, and community via social networks, web forums, and online communities
    - Assist in the execution of search engine marketing campaigns (e.g. Google AdWords)
  - Assist in the promotion of our Get Paid to Party platform
  - Establish and maintain venue relationships
  - Assist in planning and implementing contests to generate buzz, user generated content, sales, and traffic
  - Assist in the development of online and offline partnerships and marketing initiatives
  - Research the Party Earth audience in order to market to the target demographic
  - Contact partner websites, bloggers, and entrepreneurial individuals
  - Define and plan marketing events in target cities and markets
  - Create email newsletters and email marketing initiatives
- Assist in the planning and execution of PR campaigns and initiatives in traditional and online media outlets to effectively market and promote Party Earth products

**Qualifications:**

- 1-2 years of relevant experience in a marketing or business development role – ideally in the media and entertainment industry
- Solid understanding of the 18-34 year old demographic and how to tailor marketing initiatives for the audience
- Research and analysis experience
- Marketing and PR knowledge and experience
- Ability to foster and develop customer and partner relationships
- Knowledge of Party Earth cities and/or the ability to research a city and market Party Earth products in those cities
- Ability to interact with a variety of personalities from different cultures
- Ability to multitask and to work both collaboratively and independently within a deadline-driven environment
- Self-starter
- Strong work ethic
- Strong organizational and time management skills
- Extreme attention to detail
- Excellent written and verbal communication skills

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- Ability to work in a “start-up” environment
- Proficient with Word, Excel, PowerPoint
- Bachelor’s or Master’s degree in business or marketing

**About Party Earth**

Party Earth ([www.partyearth.com](http://www.partyearth.com)) is a global media and entertainment company whose mission is to enable its community of users to maximize their social experiences worldwide. Through its content, media/distribution, and community, Party Earth is a trusted source that delivers unique and valuable recommendations, helping its users find what to do, when to do it, and who to experience it with. The Company currently provides detailed reviews of social venues (i.e. bars, nightclubs, beaches, casinos, parks, plazas) in nineteen cities around the world; a daily calendar of festivals, concerts, and sporting events in these cities including real-time event notifications; and photos capturing moments and experiences from venues and events across the globe. Moreover, the Company ensures that its community members have a personalized experience by enabling them to utilize its content and interact with other users based on their own interests and preferences.

To apply, please submit your resume to [careers@partyearth.com](mailto:careers@partyearth.com)

[www.partyearth.com](http://www.partyearth.com) | [Party Earth on Facebook](#)