

**Position:** Marketing Manager

**Location:** Los Angeles, CA

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

**Responsibilities**

- Drive marketing initiatives to maximize brand awareness, continually increase traffic to PartyEarth.com and Party Earth mobile applications, generate books sales, and increase email newsletter subscribers
  - Generate growth of users, registered users, web traffic, mobile application usage/traffic, book sales, and email marketing subscribers through online and offline partnerships and marketing initiatives
  - Research the Party Earth audience in order to market online and print products to the target demographic
  - Drive the concepts and messaging in email marketing initiatives
  - Contact partner websites, bloggers, and entrepreneurial individuals to participate in the Party Earth affiliate program
  - Manage online marketing initiatives
    - Link building with reviewed venues, partner websites, and web directories
    - Social networks and online communities
    - Online press releases
    - Search engine marketing (e.g. Google AdWords)
  - Define and plan marketing events in target cities and markets
  - Plan and execute contests to generate buzz, sales, and traffic
    - Identify and contact partners to create prize packages
    - Execute the contest marketing
- Plan and execute PR campaigns and initiatives
  - Conduct PR initiatives in traditional media outlets to effectively market and promote Party Earth products
  - Generate press releases for online and print distribution
- Drive a variety of research and analysis initiatives including:
  - Continually assess and monitor Party Earth marketing initiatives and opportunities and gather and analyze supporting metrics
  - Research and maintain an ongoing list of potential partners
  - Contribute to Party Earth's expansion plan by assessing new content and products based on detailed market research

**Qualifications:**

- Minimum of 4-6 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

## *Party Earth – Marketing Manager*

- 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
- 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 fifteen 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](#)