

Job Title: Marketing Manager
Company: EmuBands Ltd / Rightsbridge Ltd
Department: Marketing
Reports to: Senior Management Team
Location: Glasgow / Hybrid (3+ days per week in office)

Status: Full-time, permanent
Salary: £28,169.18 rising to £41,305.34 with experience
Closing Date: 24/11/2024
Start Date: Flexible, but ASAP



This is an exciting joint position with **EmuBands** and **Rightsbridge**. EmuBands is the trusted partner of thousands of artists, labels and managers across the world. With supercharged release features and expert support, we provide a low-cost solution to distribute your music, allowing you to retain control of your copyright and keep 100% of your royalties. Rightsbridge is a music publishing and neighbouring rights administration service, empowering music makers and managers to understand, manage, monitor and collect their music copyright income via a user-friendly platform.

We are seeking a Marketing Manager to join our team, responsible for driving growth, customer engagement, and enhancing brand visibility across both companies. Reporting to senior management from EmuBands and Rightsbridge, you will play a pivotal role in shaping and implementing marketing strategies that align with our business objectives.

In this role, you will be expected to take a data-driven approach to marketing, ensuring alignment with our company's financial objectives and long-term strategic goals. You will not only define how we reach new customers but also how we retain and deepen relationships with our existing audience.

The Benefits:

You'll be working with a fantastic, sociable group of individuals with experience from all areas of the industry and will be provided with training in a breadth of subjects including music industry structures and issues, copyright & licensing and music distribution management systems.

We actively encourage staff to develop their interests and offer a great deal of scope for further personal and career development within this role. We also promote from within, so there would be the opportunity to move up to the role of Head of Department as your experience grows.

We offer a range of support to employees including flexible working, health and wellbeing benefits and coaching/mentoring options, as well as good holiday allowance and pension.

Qualifications and Experience:

- Must possess a bachelor-level degree (or equivalent or greater) OR a recognised marketing qualification OR equivalent industry experience.
- Previous experience in digital or creative marketing is essential.
- Understanding of digital marketing channels, including social media, content marketing, SEO, email marketing and paid advertising is essential.
- An analytical mindset with hands-on experience in leveraging data and insights to drive decision making is essential.
- Ability to collaborate effectively with individuals across a variety of backgrounds, disciplines or departmental roles is essential.
- Actively involved with, interested in or passionate about music and or the music industry is essential.
- Experience creating or managing briefs for external agents or agencies is desirable.
- Passion for innovation and developing technologies in the marketing space is desirable.
- A forward thinker who is strategic and ambitious in their actions is desirable.

If you are shortlisted for an interview we will invite you to prepare a short presentation exploring a hypothetical marketing activity as part of your interview.

We are an equal opportunities employer and welcome applications from any suitably qualified persons regardless of age, disability, gender, marriage and civil partnership, pregnancy and maternity, race (including colour, nationality and ethnic or national origins), religion or belief, sex and/or sexual orientation.

Key Responsibilities:

Strategic Leadership & Goal Alignment: You will work closely with the Senior Management Team to develop marketing strategies that support the company's revenue, customer acquisition, and brand engagement goals. You'll ensure these strategies are supported by clear KPIs, metrics, and performance tracking systems, utilising various analytics and automation tools.

Campaign Development & Execution: You will be expected to lead an innovative, multi-strand marketing strategy designed to build brand awareness and drive measurable business results. From content strategy to SEO, PPC, social media and email marketing you will help to devise a campaign that maximises our reach and return on investment.

Creative Briefs & Agency Management: You will create detailed creative briefs and collaborate with external agencies, ensuring that all deliverables align with our brand vision and business objectives. You'll oversee timelines, budgets, and the quality of all agency work, acting as the key point of contact to manage execution and ensure seamless delivery.

Brand Stewardship: As a brand guardian, you will maintain and strengthen the integrity of our brand across all customer touch-points, both internally and externally. You will ensure that our brand voice, values, and ethos are consistently communicated across all marketing materials and channels.

Data-Driven Insights & Performance Tracking: You will harness data from analytics platforms (Google Analytics, CRM systems, social listening tools, etc.) to track customer behaviour, measure campaign performance, and optimise the effectiveness of our marketing efforts. Your ability to translate data into actionable insights will be critical in driving continuous improvement and achieving our marketing objectives.

Collaboration & Communication: You will participate in weekly marketing meetings to review progress and share your insights into marketing activities. You may also be required to communicate said findings to other departments of the company.

Reporting & Recommendations: You will take ownership of quarterly marketing performance reports, analysing the success of marketing initiatives and identifying areas for improvement. Your recommendations should be data backed and focus on refining future campaigns, increasing customer engagement, and improving return on marketing investment.

Innovation & Continuous Learning: You will endeavour to be informed of trends in digital marketing, including developments in AI powered tools, automation, personalisation, and customer experience design. We encourage you to explore and experiment with new platforms, technologies, and approaches that can enhance our marketing effectiveness in a rapidly evolving digital landscape.

Artist Management & Client Relations: You will confidently engage with high-profile clients and potential partners. In these interactions, you will embody the company's values and professionalism, ensuring a positive representation of our brand. A comprehensive understanding of key facets of the music industry, beyond publishing and distribution, will be required. Your insight into how distribution and marketing services integrate into an artist's broader strategy will help you build lasting, meaningful relationships with clients.

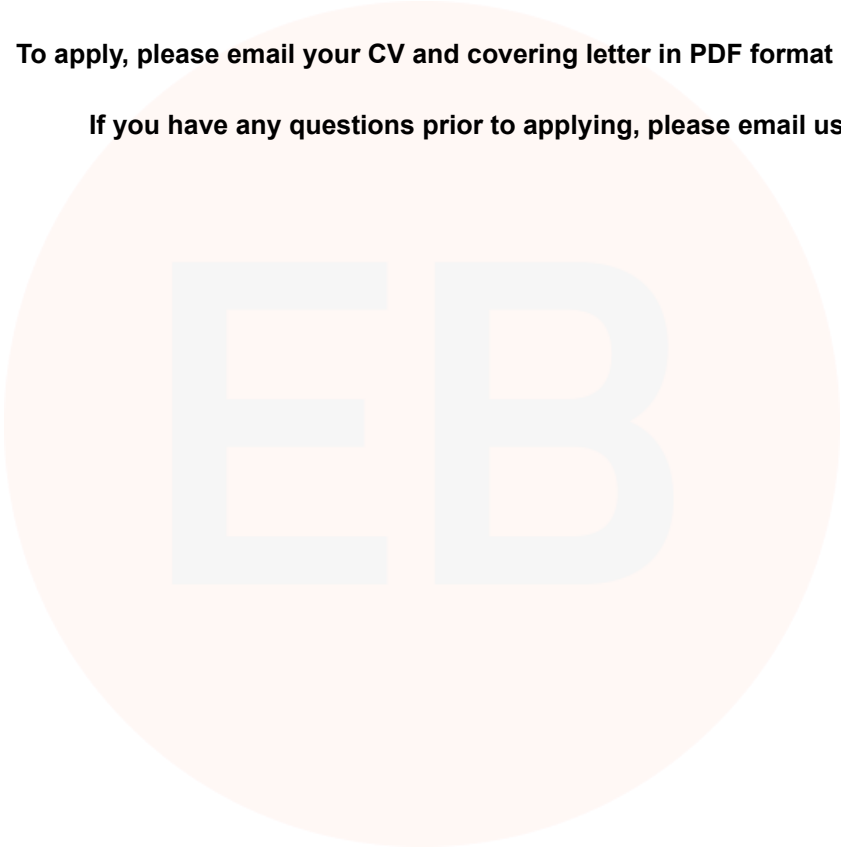
Industry Engagement & Representation: You will be expected to attend music industry-specific events, where your ability to converse knowledgeably on topics such as artist marketing and industry trends will be vital.

Client Community Building: You will spearhead initiatives to cultivate a stronger sense of community within our client base. Through consistent email communications, engaging social media interactions, and other innovative strategies, you'll help foster loyalty and a deeper connection between the company and its clients, ultimately encouraging brand loyalty.

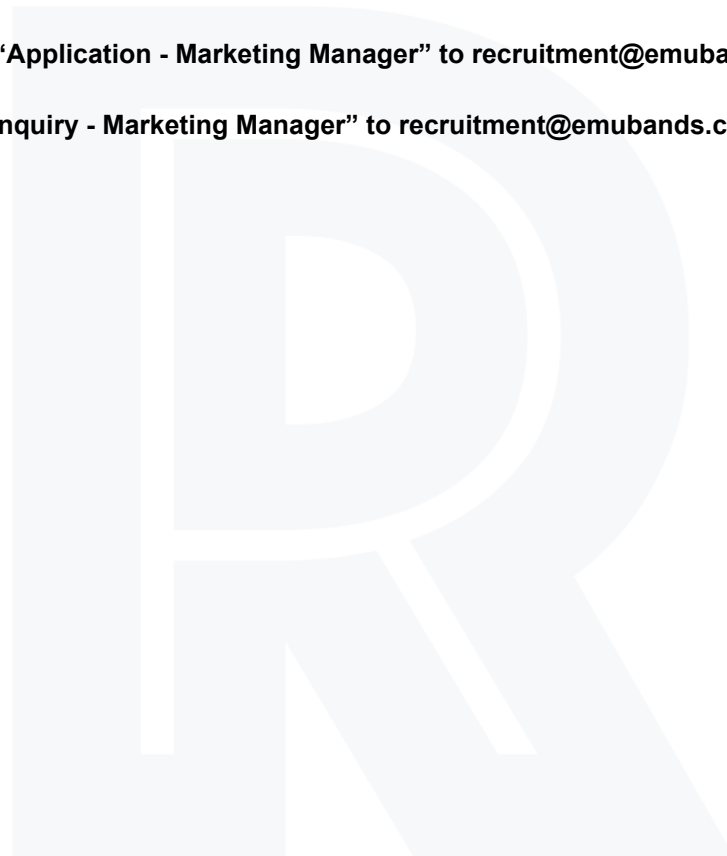
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To apply, please email your CV and covering letter in PDF format using the subject “Application - Marketing Manager” to recruitment@emubands.com.

If you have any questions prior to applying, please email using the subject “Enquiry - Marketing Manager” to recruitment@emubands.com.



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EmuBands Ltd is registered in Scotland, Company Number SC290161. Rightsbridge Ltd is registered in Scotland, Company Number SC515485
Registered Address: Studio 5.11, The Whisky Bond, 2 Dawson Road, Glasgow G4 9SS