



POSITION VACANT

MARKETING ASSISTANT

POSITION VACANT – MARKETING ASSISTANT

Purpose Statement:

Assisting the directors and marketing managers to identify and research marketing opportunities within the landscape of the media and business industries. To manage and liaise with all fronts of the media including television, radio, print and online regarding current label marketing and promotions.

Tasks Performed:

- Researching business & marketing opportunities for the label.
- Carry out specific marketing based requests & relations building.
- Source promotional material.
- Research and search for new technologies for potential business and marketing relations.
- Research music artists for points of difference and new developments to consider.
- Seek out government incentives appropriate for approach.
- Search for other companies who may be willing to invest or do business with the label.
- Write and distribute media releases to all media regarding current promotions or marketing.
- Service media centers with official music release content & develop and sustain continuous relations with them.
- Field calls & emails from media and supply them with their required content, compile bands media interview schedules.

Roles & Responsibilities:

- Reporting and liaising directly with marketing and company directors Tyson Hunter & Amos Ashley.
- Responsible as liaison contact for label to all media and their requirements.
- Manage and keep organized track of artist and label media commitments.
- Report all activity to both directors.
- Official position title is 'Vemma Records Marketing Assistant'.
- Good people skills, negotiation & problem solving skills required.
- Self motivation is essential.

Job Specifications & Qualifications:

- A background in marketing or media is preferable, however a savvy & motivated individual with growth potential will be considered.
- Experience with speaking with other marketing managers in various companies will be an asset.
- Knowledge of email software, word document software, mp3's and handling of mpeg videos in attachments is essential.
- Ability to be organized with tasks essential.
- Own initiative is essential.
- A keen interest in music, music artists, music marketing and media marketing is desirable.
- Willingness to be a team member in a creative, visionary, fresh approach company.

General Guidelines:

- Reporting to both directors to carry out specific tasks as required, furthering the development and growth of Vemma Records in the marketplace.
- Complete all tasks with high standards and attention to detail, yet quickly, smoothly and efficiently.
- Maintaining consistent workload momentum to account for additions to workload from day to day business.
- Honesty, integrity, character, attitude should be healthy and satisfactory.

Salaries & Contracts:

This open position is within a new record label company and does not at this current date have a salary or contract associated. The position is open to an individual who is interested in developing their skills, experience and role within a swiftly growing company.

Contract and salary negotiation will commence upon the companies virgin profits. Until this date expected in 2009, the position will be a loyalty based role with no financial compensation, it will give the potential individual the opportunity to enter on the ground level in the development of a rapidly growing, commercially oriented record label. Opportunities will exist for the individual to network with leading industry management, staff, personnel and key industry figures. Opportunities will exist to grow and develop their role within the company to establish themselves as a vital member of the record labels management team, with the provisions for the relevant financial compensation to be associated at a future date.

To Apply for This Position:

Please forward your resume and contact details to Tyson Hunter:

tyson.hunter@vemmarecords.com

We may contact you for a phone or in person interview if you are selected.