



## **JOB VACANCY**

### **CAMPAIGN ASSISTANT**

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#### **Autonomy Music Group**

We provide a tailor-made service to each of our clients, whether label, artist, manager, or music-related brand. Some call this a 'virtual label service', or 'product management', but we prefer to call ourselves an Artist Development and Campaign Management company. We are able to look after every aspect of a project from recording to distribution. If you are an artist, label, manager, or music-related brand we can build a campaign for you in the UK.

We recognise that every project is unique and requires special attention. We have over 40 years' relevant experience picked up from our time at major and independent labels, managing artists, and promoting shows, working alongside some of the music industry's biggest players. We are all music lovers who are not afraid of telling it like it is to get the very best out of our clients.

#### **Job Role**

**Autonomy Music Group** is looking for a campaign assistant to assist across the board on both Autonomy and autonomy.digital's eclectic roster of artists and labels.

We are a small team and as a result we all get involved in every area of the music business - from organising recordings to creating imagery, from planning and budgeting to arranging live shows. The opportunities for learning new skills are as wide as you want them to be.

#### **Key Responsibilities**

- Account management for clients and projects independently, working alongside key stakeholders in-line with the overall campaign strategy and meeting its objectives.
- Creating exciting and innovative strategies to optimize artist development, releases and digital ideation in line with the overall marketing objectives.
- Writing of clear communication plans which are to be reviewed on a weekly basis by the client.
- Implement, monitor and tweak social and online advertising campaigns to ensure maximum efficiency and effectiveness.
- Copywriting for each individual client to match their tone on all official channels.
- Analyse data from a variety of sources (online, social, radio, press etc) and present reports in a simple but informative matter.
- Create, update and maintain project schedules for digital campaigns.

## **Skills**

- A knowledge of and passion for music and the ability to assist with the implementation of creative and innovative campaigns across clients offline and online channels.
- Able to communicate well both in-person and through a variety of other formats (email, messenger, text, phone etc) with excellent verbal and writing skills.
- Ability to adapt into different clients needs and address issues quickly by having a consistent working knowledge of the ongoings of a project.
- Able to handle a varied but exciting workload and prioritise tasks depending on their level of need and deadline.
- A great problem solver and not afraid to jump in and ask for team assistance when required.
- A team-player that is able to work with in-house departments and external contractors to ensure deliverables are on time and to standard.

## **Education & Experience**

- Ideally (but not essential) graduate level with a degree in marketing, PR, music or related field.
- Experience with creating and publishing content on a variety of social channels such as Facebook, Instagram, Snapchat, Twitter, YouTube and a keen eye for new emerging platforms that will provide opportunity to our clients.
- Proven experience in reviewing and analysing data that provides insight and are able to act upon these findings to improve both effectiveness and ROI (if applicable).
- Ideally have a working experience with Adobe Creative Suite (Photoshop, After Effects etc.) and G Suite (Gmail, Google Drive etc.) and ability to use these to create assets such as posters, flyers, online branding elements and adaptations of pre-existing assets for further use on social media such as teasers, cover banners.
- Ideally experience with publishing and monitoring Facebook Ads (Power Editor), Google AdWords, Twitter Ads and more.
- A passion for music in a variety of genres and knowledge of current music industry happenings.

## **Salary**

Depending on experience.

## **Contact**

[jobs@autonomymusicgroup.com](mailto:jobs@autonomymusicgroup.com) with a bit about you, cover letter and CV.