



Digital Marketing Manager

Based: Beverly Hills, CA

Reports to: Director of Digital & Streaming

About the Group ...

We are a leading management and professional services company based out of the UK and US, YM&U provides a portfolio of services to a wide range of clients consisting of leaders in entertainment, film, music, radio, television and sport, including athletes, authors, digital influencers, media rights holders, musicians, producers, TV personalities and voiceover artists.

About the job ...

YM&U Group is seeking an experienced and talented Digital Marketing manager to join our team. This role will strategize and execute compelling, artist-specific campaigns across all consumer-facing online touch-points (websites, email, social media platforms, etc). They will have a high degree of visibility across all company departments, artists, managers, and platform partners. They will manage timelines, budgets, content, influencers, and goals across a roster of 5-10 artists and report to the Director of Digital Marketing. Clear communication, excellent project management skills, and the ability to multi-task is a must.

A strong passion and understanding of EDM / Hip-Hop is a huge plus.

The Digital Marketing Manager is responsible for ...

- Oversee the day-to-day social media, website, and email accounts for a designated roster of YM&U artists
- Develop, launch, and analyze digital campaigns for YM&U artists, from inception through post-launch
- Manage goals, strategy, and budget for each artist
- Work closely and collaboratively with management and internal departments to champion social-first ideas, develop editorial calendars, and execute integrated global activations
- Develop and execute paid advertising campaigns
- Collaborate with internal teams, including Streaming + Sales, Creative, and Publicity



- Develop goals and performance metrics for campaigns
- Oversee creative ideation and development to deliver innovative, best-in-class campaigns for our artists and their fans
- Partner with social platforms to identify new opportunities and develop creative activations
- Monitor campaigns regularly to understand effectiveness of strategy, making recommendations for continuous improvement
- Report weekly to senior staff and managers, providing actionable insights and campaign updates
- Build and maintain relationships with social media platform representatives and participate in regular update meetings
- Build and maintain relationships with artists and managers, including communicating product updates and best practices
- Continuously ideate and innovate within the social and digital space

About you ...

- 2-3+ years professional experience in social media/digital marketing, preferably in music specifically EDM / Hip - hop.
- Prior experience working across social channels, with email and web platforms, and on paid social media campaigns
- Proven ability to build, execute and scale digital campaigns on a global level
- In-depth knowledge of social media platforms, email/CRM and web best practices
- Strong organizational, project management, and decision-making skills with added attention to details and deadlines
- Excellent writing, communication, and presentation skills
- Strong interpersonal skills and ability to effectively work in a fast-paced environment with both creative- and business-oriented colleagues and partners
- Creative thinker with passion for developing and delivering big ideas for our artists
- Ability to think strategically but still execute tactically
- Extreme attention to detail with relentlessly high standards
- Innate willingness to roll up your sleeves and get the job done
- Operates with significant autonomy
- Bachelor's Degree
- Copywriting knowledge
- Experience using Photoshop to edit and resize images as well as Premiere or iMovie to edit videos.

What we offer ...

We offer a wide variety of benefits including:

- Unlimited holiday
- Access to flexible working conditions – we believe with performance comes freedom
- Paid Medical, Dental and Vision
- 401K
- Bonus scheme

www.ymugroup.com

- FOND employee benefit platform