

TPR.

MARKETING COORDINATOR

POSITION SUMMARY

The Marketing Coordinator supports the Marketing lead at TPR in the planning and execution of marketing campaigns for up to 200 live events annually. This role plays a key part in promoting concerts and advancing artist and brand partnerships across various platforms.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The essential functions include, but are not limited to the following:

MARKETING PLAN EXECUTION – Execute marketing tasks and campaign initiatives for tours ranging from single-market shows to nationwide campaigns. This is not limited to, but will include:

- **PRESS** – Assist with drafting press releases and pitching reporters about upcoming events; maintain current press list or work with publicists to do this.
- **BRANDING & ASSET CREATION** – work with partners to complete any artwork graphics, promotional videos, and other items needed for assigned tours. This is often up to 100 pieces per tour needed and will need regular proofing.
- **DAY OF SHOW LOGISTICS** - work with TPR event managers to ensure they have all on site information that pertains to marketing including but not limited to: radio station activations, guest list names, promotional content on stage, etc.
- **LINK CREATION** - Creation of various short links, QR codes, and other referral codes to help track sales.
- **CLIENT RELATIONS** – Work with marketing manager to assist in getting any assets needed to artist and manager partners.
- **VENUE RELATIONS** – Work with venue marketing manager to assist in getting any tour details, assets, and resources to the venue. Verify venue activations.
- **RESEARCH/OUTREACH** – Work with Marketing Lead on research and outreach for churches, colleges, etc. as needed.

QUALIFICATIONS

- 1–2 years of marketing, promotions, communications, or related experience
- Strong organizational skills and ability to manage multiple tasks and timelines.
- Excellent verbal and written communication skills.
- Proficient in Google Workspace (Docs, Sheets, Drive) and basic digital marketing tools.

- Experience with email marketing platforms, social media, and CRM tools.
- High attention to detail with a strong eye for proofreading and accuracy.
- Ability to work both independently and collaboratively in a fast-paced environment.

Preferred:

- Experience working in the live music, touring, or entertainment industry.
- Understanding of the Christian music industry or audience demographics is a plus

PHYSICAL DEMANDS AND WORK ENVIRONMENT

- Ability to work for long periods at a computer/desk

Report to: VP of Marketing

Employment Status: Full-time, Hybrid (in office Tuesday, Wednesday, Thursday)

Location: Costa Mesa, CA or Nashville, TN

Salary: \$45,000 - \$65,000

Benefits:

- Health, Dental, Vision and Life Insurance
- Short term & Long term disability insurance
- FSA
- Paid time off and paid company holidays
- 401(k) plan with company match

TPR. is an Equal Opportunity Employer, drug free workplace, and complies with ADA regulations as applicable.

TO APPLY:

Please send Resume, Cover Letter, Myers-Briggs profile and StrengthsFinder (if you've taken it) with subject line "Marketing Coordinator Application" to trisha.york@tprlive.co