

CREATIVE & BRAND DIRECTOR

Come manage the brand. Mohawk in search of a creative and driven professional for the position of Brand Manager. Since 2006 Mohawk has been a one of a kind live music venue and bar. Our mission is to host friends, musicians, and staff that represent a wide variety of musical tastes and walks of life. All Are Welcome at Mohawk.

The Brand Manager will develop and execute large-scale marketing and advertising strategies that will continue to grow the brand while retaining existing fans. The Brand Manager will work closely with venue management and programming teams to implement thoughtful and consistent brand strategy across all media and on-site.

Ideal candidates should have thorough knowledge and experience with coordinating, planning and executing national tour marketing campaigns, along with a passion for innovating within the fast-paced work environment of a unique, independent lifestyle brand.

CORE RESPONSIBILITIES

- Grow and innovate the Mohawk brand and experience (onsite and digital) while keeping its history intact
- Manage and curate the Mohawk calendar of shows and events, in coordination with the Mohawk team and outside promoters/talent buyers
- Develop and implement large-scale marketing and advertising strategy to grow the brand and increase revenue
- Establish, build and maintain relationships with local and national Brands, Labels, Musicians and Industry
- Secure strategic brand partnerships/opportunities to enhance brand awareness
- Oversee all aspects of live show and event marketing including but not limited to graphic design, content creation, digital marketing (paid and organic), print marketing, and radio promotions
- Collaborate with brand/media partners and artist management to create and execute brand/show marketing plans

All are Welcome

- Communicate with Programming Director to ensure live events and venue offerings are effectively promoted
- Collaborate with Bar Manager and production staff to implement and pull through events

FINANCIAL PERFORMANCE & RESULTS OF DEPARTMENTS

- Achieve quarterly targets
- Adherence to department/show budget requirements
- Weekly report on sales reports/trends

JOB QUALIFICATIONS *(minimum requirements)*

- 2+ years experience in the live music industry or comp in a lead marketing role
- Familiarity with new and mid-level music acts nationally and locally
- Knowledge of the tours, talent, and event industry
- Experience in social media, content development, and audience development

SKILLS / ATTRIBUTES

- **Working with teams**
- Attention to detail
- Strong planning and organizational skills
- Ability to delegate
- Creative, innovative, and self-motivated
- Effective communicator
- Proficiency in paid media and analytics, SEO, Google Ads etc required
- Graphic design background and familiarity with ticketing platforms and booking management software (ie Prism) a plus

COMPENSATION

Total compensation package (TCP) includes: Salary, bonus, health care, time off, expense reimbursement

All are Welcome

Target comp: \$50k+ annually (commensurate w experience) with quarterly, performance-based bonus compensation

Mohawk has a long history of success through diverse hiring practices. Mohawk provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, gender, or any other federal/state protected category.

Mohawk will consider qualified applicants with criminal histories in a manner consistent with local Fair Chance Hiring Ordinances.

Please email jobs@mohawkaustin.com with your interest and qualifications.

All are Welcome