



# Marketing Assistant and Social Content Manager

## THE COMPANY:

fabric is the UK's leading electronic music business. Since opening in 1999, the team's relentless focus on presenting high-quality music in a striking setting has made fabric one of the world's most revered late-night music venues. fabric has 4 times been voted #1 Club in the World and has welcomed over 7 million patrons in the 20 years. In November 2001 fabric launched its eponymous record label, which now boasts some 246 releases and has sold over 3 million units, and in more recent years the business has expanded to a wider range of artist releases as well as events around the world – across four continents in 2019.

## ROLE AND RESPONSIBILITIES

We are looking for a passionate, junior marketing team member eager to build experience in digital marketing and campaign execution at a leading London music business. Passion for electronic music and an intuitive understanding of audience needs / communication channels is a must, along with a desire to build experience and a career in digital marketing.

Key responsibilities for fabric, fabric records, and the Houndstooth record label:

- **Oversee fabric's social media engagement**
  - Oversee Spotify / Instagram / Facebook content and other key social marketing channels, engaging directly with relevant communities
  - Develop relevant social media plans and schedules
  - Respond to posts, inbox, comments incl. plan for weekend notifications across accounts, with appropriate copy and content
- **Support digital campaign marketing**
  - Oversee placement of digital marketing spend on Facebook and other platforms; Proactively develop insights about what is working and what isn't
  - Create events on RA / fabriclondon.com / Facebook / Songkick / Bandsintown / etc. and work with designers to ensure content is aligned with the wider brand creative
  - Draft copy for weekly eflyers
  - Writeup and sharing of the Sunday Promo Mix
  - Develop email marketing plan and draft associated copy and content

## PERSONAL AND PROFESSIONAL QUALIFICATIONS

- Deep knowledge of leading electronic music genres and communities; ability to draft copy that is sensitive to the target audience
- Experience managing social media execution and implementing campaigns
- Entrepreneurial, creative and ROI-focused mindset - generating new ideas for the team
- Organised, prioritised and structured approach to project management
- Basic Adobe and Wordpress skills desirable, and/or experience in running mailer campaigns & managing email databases (eg via Mailchimp)