

Account Manager



******Named "Best Place to Work" by Nashville Business Journal******

******Awarded "Top Workplace" by The Tennessean******

******Named "Best Employer in Sports" by Front Office Sports******

Bauer Entertainment Marketing is looking for a dynamic professional to implement and maintain data-driven marketing campaigns for music, sports, and entertainment client companies. Daily responsibilities include, but are not limited to, managing project timelines and deliverables, communicating with clients, analyzing data, and executing marketing tactics.

On an ongoing basis, the Account Manager will provide BEM with insights, observations, and actionable recommendations for streamlining operations, improving efficiency, and maximizing results.

This position reports to the Operations Director and will be supported by Account Coordinators and interns. Work can either be conducted remotely in Nashville or from BEM's workspace in East Nashville. The top candidate will be offered a minimum 3-month contract for training and the potential to earn full-time employment.

Qualifications:

- College graduate with a major in business, music, marketing, communication, sociology, or psychology
- 3+ years of background in executing marketing campaigns and managing client-facing projects
- Experience with marketing and entertainment companies

Hard Skills:

- Expert-level written and oral communication skills. Preference is given to strong copywriters and editors
- Highly accomplished in digital advertising (e.g., Facebook, Instagram, Google, YouTube, etc.)
- Able to analyze data, identify actionable takeaways, and deliver clear and concise reports
- Detailed experience with social media including content creation and community management
- Proficient in Microsoft Office (e.g., Word, PowerPoint, Excel) and Google Products (e.g., Doc, Slides, Forms)
- Hands-on experience in website development (e.g., WordPress, Squarespace, Wix)
- Strong aptitude for creating visual content (e.g., Canva, Illustrator, Premiere, Final Cut)
- Understanding of and experience with search engine optimization (SEO)
- Solid ability to execute email marketing and manage subscriber data (e.g., Mailchimp)

Soft Skills:

- Ability to work independently with minimal direction and supervision
- Excellent people skills for collaborating with colleagues and clients, in-person and remotely
- Highly organized, detail-oriented, efficient, and productive while simultaneously managing multiple tasks
- Needs to be instructed only once, but not afraid to ask for clarification

- Capacity to get work done in a fast-paced environment not confined to a typical “9-to-5” day
- Confident, mature problem-solver and adept at anticipating opportunities. Handles objections with ease
- Seeks, welcomes, and uses constructive criticism to learn, improve, and grow
- Builds long-term relationships with clients while anticipating needs and upselling relevant services

This job offers you:

- Flexible Scheduling: Work from wherever and whenever you want as long as your deadlines are met, communication is timely and consistent, and clients are happy with results. Unlimited vacation with approval
- Hands-on Experience: Working at a small business means you’ll have greater access, responsibility and accountability from day one
- Networking Opportunities: Meet, engage, and build relationships with a variety of people in the entertainment industry through conferences, events, and membership in Helping Our Music Evolve (HOME)
- Professional & Personal Growth: BEM will pay for approved marketing certifications, networking events, and association memberships. Receive a free annual Spotify or Apple Music membership plus up to \$300 “concert cash” a year to attend an event of your choice
- Health Benefits: BEM’s full-time employees receive access to BlueCross BlueShield medical, dental, and vision group plans not available on the individual insurance market. We will contribute 50% of the employee rate.
- Team Recognition: Be rewarded for your efforts and appreciated for the impact you have on the company and its clients. Earn "Bauer Bucks" from colleagues that can be redeemed for gift cards and amazing experiences such as white-water rafting, whiskey tasting, or dance lessons.
- Mental Health Mornings: Up to \$50 per month for uninterrupted chilling out. This can be for a meditation app, visiting the spa, seeing a therapist, joining a yoga class...totally up to you!

- Physical Fitness Funds: Employees can receive a wellness stipend of up to \$50/month towards a form of physical activity such as the gym, a round of golf, a 5k race, and more!
- Profit Share: All full time employees are eligible for a profit share after 1 year of employment.

To Apply: Visit <https://www.bauerentertainmentmarketing.com/careers>

About Bauer Entertainment Marketing (BEM):

Bauer Entertainment Marketing is a full-service marketing agency providing strategic consulting and hands-on campaign management. We're leaders in removing barriers to growth and generating more conversions via leads, sales, awareness, and engagement. We've proudly helped grow 100+ sports, music & entertainment companies including: Country Jam USA, Nitro Circus, Kanye West, Ryman Auditorium, Music City Bowl, and Uber. BEM was named "Best in Business" by the Nashville Business Journal, "Best Emerging Music, Sports, & Entertainment Company" by the Nashville Entrepreneur Center, plus a "Best Advertising Agency" and "Top Digital Marketing Agency" in Nashville by Expertise.com and UpCity. Most recently we received recognition from Front Office Sports as a "Best Employer in Sports." This reflects our experience, passion, professionalism, and ability to generate quantified, documented results for clients. Learn more at www.BauerEM.com.