

JOB DESCRIPTION: Content Marketing Coordinator

TicketReturn has an immediate opening for a Content Marketing Coordinator. We are looking for a candidate with a strong writing background and proven skills managing social media channels (Twitter, LinkedIn and Facebook) and developing engaging content. Candidates with prior experience in ticketing technology or professional sports preferred.

Preferred candidates will reside in Charlotte, NC region. Occasional travel and trade show representation required. Competitive salary, 401k, PTO and Medical Benefits are offered.

Duties and Tasks/Essential Functions:

- Accountable for all content marketing initiatives that build a social community, drive engagement and lead to sales and customer retention
- Develop highly effective, targeted content for each unique audience (email, Twitter, Facebook, LinkedIn) leading to optimized client and prospect behaviors
- Creation and management editorial content calendar
- Become familiar with all industry related publications and generate opportunities for inclusion
- Collaborate with the sales and marketing team to create and oversee publication of internal and external newsletter
- Work in conjunction with the sales and marketing team to provide content for the redesign of the website
- Create press releases, new client announcements and other product related releases
- Learn the social behaviors of clients and competitors
- Other duties as assigned

Experience/Skills:

- Minimum of 3 years related experience in a social media or content marketing role. Ideal candidate will have prior experience in ticketing technology or professional sports
- Proven experience creating content for the web and growing a social audience
- Excellent project management skills and understanding how to manage the priorities of multiple stakeholders in a complex environment and focus on the delivery of results in the form of engagement, retention and leads
- Creative and communications skills, with an emphasis in writing, copy and design
- Deep knowledge of various communication platforms: video, digital, web, mobile, content, and social
- Strong understanding of best practices for using content as a customer acquisition channel
- Ability to effectively manage time and prioritize projects
- Experience with graphic design programs preferred
- Google analytics knowledge preferred
- Ability to develop and maintain productive working relationships with teammates in a virtual work environment

EDUCATION / FORMAL TRAINING: BA or BS degree or higher, preferred.

COMPENSATION: Competitive salary, Commission, 401K, PTO, Medical Benefits.

LOCATION: Work remote from Home Office. Charlotte, NC region preferred.

TRAVEL: Must be willing to travel, but expectations are 10-15% to locations within North America.

HOW TO APPLY: Please email your resume and cover letter with salary expectations to jobs@ticketreturn.com.

ABOUT TICKETRETURN:

Founded in 2001 and based in Charlotte, NC TicketReturn is a leading provider of box office and online ticketing services serving more than 250 client venues and issuing more than 38 million tickets annually. We are the leading provider of ticketing services for Minor League Baseball (MiLB) in the U.S. and Canada and also serve minor league hockey teams, soccer, basketball and lacrosse. TicketReturn's diverse client venues range from theater and casino showrooms, motorsports, horse racing, university arenas and sports stadiums reflecting the ease of use and scalability of the platform.