

About SongVest

SongVest, a revolutionary music fan investment platform and royalties marketplace, has launched SongShares, the first-ever SEC Reg A+ qualified fractional shares of music royalties from hit songs by major recording artists that fans can own. This new product allows fans to share in the success of their favorite songs along with the artists, musicians and songwriters behind the music.

Position Description

The Digital Marketing Manager oversees daily marketing activity and works to market and promote SongVest offerings. In this role, you are responsible for email campaigns, organic social media, updating the website, and coordinating with our external marketing agency. The ideal candidate must be a real team player with solid communication skills, flexibility and the eagerness to work together with other team members on new projects with a clear aim to grow SongVest fan investor community.

Essential Duties and Responsibilities

- Plans and executes all email, organic social media, web, SEO/SEM, and display advertising campaigns.
- Create and design engaging text, visual and video content for all social media channels; Understands how to reach music and lifestyle fan communities. Bonus points for understanding crypto or investment fan communities
- Feed and monitor communication channels to create an engaged community;
- Contributes to marketing effectiveness by identifying short-term and long-range issues that must be addressed.
- Measures and reports performance of all digital marketing campaigns and assesses against goals (ROI and KPIs).
- Identifies trends and insights, and optimizes spend and performance based on the insights.
- Brainstorms new and creative growth strategies through social marketing, including new & emerging social platforms like Discord, Twitch, etc
- Collaborates with internal teams and agencies to create landing pages and optimize user experience
- Coordinates with external agencies and third parties as needed
- Works with Operations to ensure legal compliance on all marketing assets

Required Knowledge, Skills and Abilities

- Website, email and social media best practices.
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media, and/or display advertising campaigns
- Experience in optimizing landing pages and user funnels
- Experience with A/B and multivariate experiments
- Solid knowledge of website and marketing analytics tools (e.g., Google Analytics)

- Skilled with social monitoring tools (HootSuite, Buffer, Sprout, etc.);
- Knowledgeable about CRM, ESP & CMS tools (Zoho, Klaviyo, HubSpot)
- Working knowledge of ad serving tools
- Demonstrates ability to think creatively
- Is capable of conducting independent research
- Demonstrates strong organizational skills

Preferred Skills & Abilities

- Understanding of NFTs
- Graphic design skills

Education and Experience

Bachelor's Degree in Marketing or related field

3+ years of experience