

Marketing Executive

432 Presents

Location: Glasgow, Scotland

Contract: Part-time (24–26 hours per week)

Salary: DOE

432 Presents is an independent concert promoter with offices in Glasgow and Newcastle, working across the UK and Ireland. We deliver everything from grassroots shows to national tours and festivals, collaborating with artists including Mitski, Big Thief, Nile Rodgers & CHIC, DEVO, The Waterboys, Sparks, Lucy Dacus, Japanese Breakfast, Viagra Boys, Autechre, Flying Lotus and many more.

We're looking for a Marketing Executive to run hands-on campaigns that sell tickets, grow audiences and support a fast-moving live music business.

About the Role

As Marketing Executive, you'll be responsible for the day-to-day delivery of marketing campaigns across our live events programme. Working closely with the senior team, you'll help plan and execute campaigns from announcement through to show day, ensuring activity is well organised, informed by results and creatively strong.

This is a hands-on role suited to someone who enjoys running multiple campaigns at pace and seeing them through from start to finish.

Key Responsibilities

- Support the planning and delivery of marketing campaigns for concerts and tours, from announce through to show day
- Design and produce marketing artwork across digital and print, including posters, social assets and video content, working directly with agents and artist teams to collate assets, manage approvals and meet deadlines
- Arrange and coordinate the regional and national distribution of physical marketing materials, including posters and venue packs

- Run digital marketing activity including paid social, email marketing, CRM segmentation, audience acquisition and performance optimisation
 - Coordinate with external partners including ticketing platforms, venues and media outlets to maximise reach
 - Monitor and respond to audience messages and enquiries across social and email, supporting customer engagement and ticket sales
 - Monitor ticket sales and campaign performance, using data and insights to improve results
 - Prepare campaign reports when required, covering ticket sales, engagement metrics and campaign performance
 - Support on-site marketing and audience engagement at events when required
 - Support marketing activity for external projects and partners where required, delivering campaigns, content, artwork and physical promotion using the same tools and approaches as our live events work
 - Support the wider team with additional tasks as required
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Who You Are

- You have experience in marketing, ideally within live music, events, entertainment or the arts
 - You're organised, proactive and able to manage multiple campaigns with competing deadlines
 - You're comfortable using Google Workspace, Meta Business Suite and Adobe Creative Suite, and have experience running ads via Meta Ads Manager (experience with TikTok Ads Manager or Google Ads welcomed)
 - You have strong written communication skills and an eye for detail
 - You thrive in a fast-paced environment and enjoy seeing campaigns through from start to finish
 - A genuine passion for live music and understanding of the gig landscape is a big plus
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What We Offer

- Competitive salary, based on experience
 - Flexible working arrangements when campaigns allow
 - The chance to work on a wide range of exciting live music events
 - A supportive, collaborative and creative team environment
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Our Values

432 Presents is committed to creating safer, more inclusive spaces - for our audiences, artists and staff. We work hard to ensure respect and inclusivity sit at the heart of everything we do.

We're proud to be an equal opportunities employer and welcome applications from all backgrounds. If you love music and want to be part of a small but mighty team helping shape the future of live events in the UK, we'd love to hear from you.