



Head of Marketing / Head of Communications for Berlin's Music Business Conference Most Wanted: Music (m/f/d) (Marketing, PR, Social Media Marketing)

About Most Wanted: Music

Started in 2014, **Most Wanted: Music (MW:M)** has become the most important music business conference in Berlin and a rising European hotspot event for music and creative industry professionals worldwide. It is run by the [Berlin Music Commission](#), the music industry network of Berlin.

Most Wanted: Music aims to start **building the music and creative industries of tomorrow**, where collaboration is not merely about working together but creating new with modern goals and rallying around a new ethos.

MW:M's key objectives are: **enabling** practical know-how transfer, **fostering** networking and exchange and **inspiring** new ideas and business models.

Offering a wide range of inspiring **keynotes, interviews** and **debates**, hands-on **workshops** and **matchmaking events**, MW:M covers the most current and relevant questions of today's music, tech and creative industries in order to bring direct value to creators and music businesses.

MW:M21 will take place as a **hybrid event** - online, and onsite in Berlin, in compliance with all distancing and hygiene legislation. The programme includes interactive talks, interviews and workshops with experts and artists from all over the world, experimental networking formats, live performances and a virtual after-show party.

The conference called **MW:M Convention** is accompanied by the **listen to berlin: Awards**, the awards for remarkable achievements in the Berlin music scene, and **MW:M Live**, Berlin's new international showcase event, as well as the **MW:M Satellites**, a broad variety of partner events distributed around the entire city of Berlin, all integrated in our virtual event platform.

Your tasks

The MW:M marketing team **communicates the inspiring programme and the business value** of Most Wanted: Music to the outside world. It **gains attention** and **attracts attendees**, viewers and partners to participate in the event.

Your role as a **Head of Marketing** will be to:

- Help to continuously **re-define the brand identity of Most Wanted: Music** and our offers according to the needs of our participants and the developments in our constantly changing business environment,
- **Analyse the structure and needs of our target groups** and **know how to target and tie them**,
- **Use data** to verify intuitive evaluations,
- **Plan the strategic direction** of all marketing activities,

- **Create exciting and inspiring stories** around our events and the topics and people that make up our programme,
- **Plan creative marketing, PR and social media campaigns and implement**, execute and monitor them operationally,
- **Create** or have created **media content** for all communication and advertising purposes and guide a team of freelance copywriters, graphic designers, music producers and video editors,
- **Run and monitor** digital and analogue **marketing, PR and social media marketing campaigns** yourself plus **supervise additional external PR and social media marketing managers**,
- Optimize our search engine results (**SEO/SEM**),
- Help to **increase the number of attendees**,
- **Expand our communicative reach** across all channels,
- Considerably **drive ticket sales** for our events,
- **Be responsible for a dedicated marketing budget**,
- **Work closely with other teams** such as programme, partnerships and digital and analogue event management,
- **Control the results of our marketing campaigns** and report to project management,
- **Add your personal big part to the overall success** of Most Wanted: Music 2021.

Your profile

- You have several years of **marketing experience**.
- You are **passionate about creative markets** and marketing.
- You provide **knowledge in the European and international music, tech and creative industries** and are well aware of its current changes and challenges.
- You are well **connected within the music and creative industries** and its media partners and are familiar with its relevant ecosystems and latest trends.
- You have proven **expertise in all relevant marketing areas** and you are able to **think across channels**.
- You **think outside the box** when it comes to **developing new stories** around our interesting speakers, topics and event formats
- You **go the extra mile to get prominent placements in media outlets** that have the highest reach and the best fitting target groups.
- You are **result oriented** and don't get lost in the details of your daily operational tasks.
- You have a **DIY mentality** nevertheless and you are **hands-on** and you **don't mind to keep on following up** until you received an appropriate reaction to your requests.
- You are a **sales person**.
- You always **question the ROI** of your activities.
- You provide proven **project management skills**.
- You are well organized, **quality-oriented** and able to react quickly to unpredicted changes.
- You have **resilience** and you can keep calm in a fast-pace and sometimes stressful event environment.

- You are a **team player** and an excellent communicator both internally within the team as well as externally towards media, speakers, sponsors and other partners.
- You are in full command of **German** language and have business-fluent **English** skills both verbally and in writing.

Would be a plus

- You have at least basic **event management experience** and you know the processes and requirements of B2B events and its target groups.
- You are **experienced with digital content production**.
- You have **strong personal contacts** to music and music business related media outlets.
- You have **experience in leading a team** of internal and external team members.

Our offer to you

- A **professional working environment**,
- A **highly qualified, experienced and motivated team**,
- **Short communication channels** and **flat hierarchies**.
- **Flexible working hours and locations**,
- The **chance to realize your own ideas** and to shape one of the most relevant music business events,
- A **vast and vibrant network** within the international music scene,
- New **personal insights** and a **steep learning curve**, guaranteed by a great team of music and event professionals,
- You will **learn how to realize highly innovative virtual and hybrid events**,
- A **competitive compensation** with the **potential to grow**.

Work load: approx. 250 hours

Duration: Preferably from **late March/early April** until mid/end of November 2021. The job would **preferably continue in the upcoming years**.

Payment: According to your personal conditions and qualification on a freelance basis.

Contact

Please send us your application including cover letter and CV via e-mail to stephan@berlin-music-commission.de. Please indicate your favoured compensation (rate per hour).

Applications of people with a migration background who fulfil the requirements of the vacancy are specifically welcome. Recognized severely disabled or handicapped persons or people who are treated as equal are preferably considered given the same suitability. If applicable, please point out a severe disability already in the application. Applications of women/non-cis male applicants are specifically welcome and will be preferred.

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