



Vice President of Marketing

Boulder, CO

Employment Type: Full-Time, Exempt

Reports To: Vice President of Concert and Events

Z2 Entertainment is seeking a driven, organized, and creative Vice President of Marketing to lead the strategy and execution of marketing initiatives across all Z2-produced events. This full-time, salaried senior leadership role is based in Boulder, Colorado and is responsible for driving ticket sales, expanding brand awareness, increasing audience engagement, and growing revenue through innovative, data-driven marketing efforts. The VP of Marketing oversees a high-performing team, builds scalable processes, and ensures creative and strategic alignment with overall business objectives. The ideal candidate brings a deep understanding of the live events industry, strong strategic leadership, and a proven track record of scaling successful marketing functions. This is an in-office position.

Key Areas of Responsibility

The Vice President of Marketing will lead a multi-disciplinary team across the following core responsibilities:

1. Strategy & Performance

- Develop and execute comprehensive integrated marketing strategies that align with company objectives to drive ticket sales, brand growth, and new partnerships.
- Collaborate with senior leadership to establish marketing budgets, KPIs, and performance metrics, ensuring alignment with business goals and campaign effectiveness.
- Analyze market trends, competitive landscape, and consumer behavior to inform strategic marketing decisions.
- Establish comprehensive measurement frameworks to track campaign performance, ROI, and customer acquisition costs.
- Present regular performance reports and strategic recommendations to executive leadership.

2. Campaign & Creative Execution

- Lead cross-functional marketing initiatives spanning digital, traditional, experiential, and partnership channels to deliver cohesive and impactful campaigns.
- Champion innovative, artist-first and fan-first experiences by driving fresh creative approaches and maintaining brand consistency, and identifying new marketing channels aligned with emerging consumer behaviors.
- Oversee digital marketing efforts—including web design and functionality, social media, email, influencer partnerships, and paid advertising—while driving content strategy across video, social, and experiential activations.



- Develop innovative promotional strategies that incorporate emerging platforms and technologies.
- Implement CRM and marketing automation tools to enhance customer engagement and internal efficiency.

3. Team Leadership & Development

- Build, mentor, and lead a high-performing marketing team, including marketing managers, assistants, coordinators, and interns.
- Foster a collaborative, creative, and data-informed team culture focused on continuous improvement and high performance.
- Recruit top-tier marketing talent and develop organizational capabilities that support long-term growth and innovation.
- Set clear performance expectations and provide ongoing coaching and development.

4. Industry & Partnership Management

- Manage relationships with managers, talent agencies, record labels, and venues to identify and activate co-marketing opportunities that enhance campaign effectiveness.
- Represent the marketing team at key events to support activations, evaluate audience engagement, and strengthen industry relationships.

Qualifications & Skills

Education & Experience

- 4-year BA/BS Degree in Marketing, Communications, or a related field (Advanced degree or MBA a plus).
- 8+ years of progressive marketing leadership, including 8+ years in senior roles within the live events or music industry.
- Proven track record of developing and executing integrated marketing campaigns that drive measurable results.
- Experience managing marketing budgets and leading teams of 6+ professionals.

Key Skills & Abilities

- Deep understanding of the concert promotion and live entertainment ecosystem.
- Established relationships within the music industry, media, and entertainment community.
- Demonstrated success in creating revenue-generating collaborations and strategic partnerships.
- Expertise in digital platforms, social media strategy, and emerging marketing technologies.
- Strong analytical skills and fluency in marketing analytics tools and data visualization platforms.
- Excellent presentation and communication skills with the ability to influence at all levels.



- Skilled in project management, cross-team workflow optimization, CRM systems, and ticketing technology.
- Knowledge of brand management, public relations, and real-time communication strategies.

Our people are passionate about what they do, the product they sell, and the customers they serve. If you're looking for an opportunity to be a part of a team that values collaboration, innovation and dedication, we're the right company for you.

Physical Requirements

- Duties require lifting and/or carrying of objects weighing up to 25 pounds. Must be able to climb stairs; venue offices are located on the second floor of each building. Employees must be able to meet these physical requirements, with or without reasonable accommodation, and should alert their supervisor if they become unable to do so.
- In order to successfully market shows, regularly attending events is strongly encouraged (Z2 events as well as outside promoter events).

Compensation & Benefits

- **Annual Salary:** \$80,000 - \$100,000 depending on experience
- **Benefits:**
 - Annual performance reviews and raise opportunities
 - Optional medical, dental, vision insurance plans.
 - Optional 401(k) plan (with a current employer match of 3%)
 - Paid office holidays, PTO, and Sick Time
 - Eligible for a bonus under the current bonus plan requirements
 - Complimentary tickets to Z2 events

Application Instructions:

- Email your resume and cover letter to david@z2ent.com with the subject line: **VP of Marketing Application – [Your Name]**

Z2 Entertainment reserves the right to change or modify the employee's job description whether orally or in writing, at any time during the employment relationship. Z2 Entertainment may require an employee to perform duties outside their normal description.

Z2 Entertainment's policy is to hire the most qualified applicants. We are an equal opportunity employer and will not discriminate against any individual, employee, or application for employment on the basis of race, color, marital status, religion, age, sex, sexual orientation, national origin, or any other legally protected status recognized by federal, state or local law.