

# Music Industry Mentoring Program Opportunity with Live Nation Entertainment

## Marketing and Promotions, Melbourne or Sydney

<b>Location</b>	In Person - Melbourne (Collingwood) or Sydney (Darlinghurst)
<b>Opportunity</b>	Volunteer - Tour & Festival Marketing Assistant
<b>Suggested Program Period &amp; Frequency</b>	29 July 2024 - 13 December 2024 2 days per week, in consecutive weeks within the period 150 hours total  These are suggested hours. Period and frequency are provided as a guide only and are subject to individual arrangements to be agreed upon by both the host organization and the selected Volunteer.
<b>Reports To</b>	Nathan Thompson - Vice President, Marketing

## ABOUT THE ORGANISATION

### About Live Nation Entertainment

Live Nation Entertainment is the global leader in live entertainment, comprised of three market leading divisions - Ticketmaster, Live Nation, and Sponsorships. Globally, we bring 35,000 shows, 100+ festivals to life, and sell 500 million tickets per year. We own and operate 200+ venues with more than 1,000 sponsors. All of this and more is made possible by our 44,000 employees worldwide, located in over 40 countries.

### About Live Nation Australia

As the world's leading live entertainment company, we are privileged to work with artists to bring their creativity to life on stages from around the world to Australian audiences.

We opened our first local office in Melbourne, Australia in 2010 and promote all forms of live entertainment, including concerts across all genres (developing local and international acts), festivals, family entertainment, comedy, podcasts, authors, and health & wellness. Live Nation Australia is comprised of 4 key pillars including Concerts, Festivals, Venues, and Sponsorships. We have a number of partner businesses including:



- Secret Sounds Group, which also comprises of Village Sounds Agency & Cult Artists and Dew Process & Dew Process Publishing;
- Kicks Entertainment;
- Mellen Entertainment; and
- Jubilee Street Management.

We provide content to multiple venues in Australia ranging from community halls, clubs, theatres, arenas, and stadiums. In the last 12 months, Live Nation promoted sell out tours for the likes of Red Hot Chilli Peppers, Post Malone, Harry Styles, Rod Stewart, Dua Lipa, Kendrick Lamar, Dave Chapelle, and Kevin Hart. Other artists we work with include Coldplay, P!nk, Adele, Beyonce, Lady Gaga, Drake, Rihanna, Madonna, 5 Seconds of Summer, Alanis Morissette, Pearl Jam and Cher.

We also own and operate live performance venues in Australia, either in public or private partnerships, and our venue portfolio included the Palais Theatre in St Kilda VIC in association with the City of Port Phillip, Festival Hall in West Melbourne VIC, Anita's Theatre in Thirroul NSW, Fortitude Music Hall in Brisbane QLD, and Hindley Street Music Hall in Adelaide, SA.

We are the biggest producer of festivals in the country partnering with Secret Sounds Group and Kicks Entertainment, and our biggest festival brands include Spilt Milk. This all comes to life thanks to 275 dedicated and passionate employees based in Naarm (Melbourne, our Australian HQ), Warrane (Sydney), Meanjin (Brisbane), Boorloo (Perth) and Cavanbah (Byron Bay).

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## ABOUT THE OPPORTUNITY

This opportunity is available within **Tour & Festival Marketing** at Live Nation Head Office in our CONCERTS pillar, helping to provide day to day support to bring some of our biggest concerts to life for fans across Australia. This role will support the day to day running of the tour and festival marketing team, with the overall aim of executing best in class marketing campaigns for Live Nation tours and festivals.

You will have the opportunity to learn about and support the team across the following areas:

- Market research and competitor analysis.
- Setting up presentation slides for teams and make formatting changes as required.
- Tour and festival marketing campaign planning and execution.
- Content development for social channels.



- Post campaign reporting and analysis.
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## **ABOUT YOU:**

For this opportunity, we are looking for an individual who is/has;

- An understanding of social media/digital channels and the role that content plays in engaging with fans.
- A passion for live entertainment, their fans and understanding of what makes music fans tick.
- Calm under pressure and able to handle multiple tasks simultaneously, to deadline.
- Confident using Word, Excel, PowerPoint, Outlook, Zoom, Slack & Canva.
- Exceptional communication skills - written and verbal.
- Creative thinker, with the drive to always innovate.
- Relationship manager - you are comfortable and confident in your skills and have the ability to connect with a variety of people, from all walks of life.
- Entrepreneurial spirit with a strong desire to keep up professional development.
- Self-motivated and proactive, self manages priorities.

Successful applicants will be able to demonstrate their commitment to a career in the contemporary music industry through:

- Evidence of pro-actively pursuing training, practical experience or work relevant to this opportunity
  - Current interests and future career goals aligned to the opportunity description
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## **VOLUNTEER HONORARIUM**

This is a volunteer opportunity for participants to undertake a workplace-based learning program. To ensure this program is accessible to all, The Push will provide participants with an honorarium to help cover the cost of travel, meals and other expenses incurred through participation in the program. The honorarium will come to a total of \$3,475.



This honorarium is not linked to the number of volunteer hours, and once paid is not subject to any reimbursement obligations.

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## **HOW TO APPLY**

To apply for this opportunity, head to the application form, and when asked "What opportunity are you applying for?" select this role. Complete the form ensuring you provide responses and examples that reflect the Opportunity Description above and upload a copy of your CV.

**Applications close 5pm AEST on Friday 17 May.**

