



## **JOB DESCRIPTION – MARKETING INTERN**

**Location:** Helsinki, Finland

**Division:** Ticketmaster Region North Europe

**Line Managers:** Marketing Director

**Contract Terms:** Internship (March - August)

## **ABOUT TICKETMASTER:**

Ticketmaster is an industry leading brand and provider of ticketing services to the event sector. Our clients include festivals, theatres, arenas, sporting events and clubs, promoters etc. Ticketmaster delivers ticketing solutions, distribution and marketing services that help event organisers sell more tickets. Ticketmaster is also the leading platform for fans to buy tickets.

## **THE TICKETMASTER REGION NORTH MARKETING TEAM:**

The Marketing team focuses on creating consumer demand and capturing existing demand to drive ticket sales by utilizing several digital marketing platforms. The foundation is the delivery of a content rich site, optimized for SEO. Servicing client relationships is key, demonstrating the power of our reach in combination with sophisticated targeting through marketing automation and ad-hoc activity across CRM, paid and organic social, search and programmatic advertising. The team also focuses on supporting the business with acquiring new tickets and retaining existing tickets by marketing the value of Ticketmaster products and services resulting in increased client satisfaction and traffic to the B2B site.

## **THE INTERNSHIP:**

We are now looking for a marketing intern to work in our Finnish Marketing Team, based in Helsinki, Finland.

As our Marketing Intern, you will be a part of the Ticketmaster Region North Europe Marketing team where you will support the local team with various marketing tasks. You will work with the local team but also closely with your global marketing colleagues.

This is a role that is suited for someone that is currently studying or has just graduated and is looking for work experience in marketing.

## **EXAMPLES OF WHAT YOU WILL BE DOING:**

- Assist with updating our websites
- Assist with creating newsletters
- Assist with content production to improve SEO on Ticketmaster properties
- Assist with creating marketing campaign reports to clients
- Take ownership of Ticketmaster Fresh Music project
- Other relevant assigned marketing tasks



#### **WE BELIEVE YOU HAVE / ARE:**

- Currently studying or just graduated from a higher education in the marketing, advertisement, communication or creative field.
- A creative eye with strong writing skills
- Ready to assist with TikTok content creation
- Proficient in both Finnish and English both written and spoken
- Eager to learn and comfortable with taking initiative
- Enjoy working as part of a team and understand the importance of teamwork
- Willingness to roll up your sleeves

#### **WHAT WE CAN OFFER YOU:**

- Work in a lively and positive regional marketing department
- Training and work experience from a marketing department with a wide range of varied marketing related work tasks
- The opportunity to work closely and learn from marketers with experience in CRM, Analysis, Social Media, Performance Marketing, Brand Campaigns and Marketing strategy.
- Help inspire how Ticketmaster markets itself through the internship project
- Attending meetings and events
- Flexible work hours and opportunity for some extra income alongside studies as we pay compensation for the internship
- Work in a central office space in Kruunuhaka, in the city of Helsinki
- Opportunity to build a network and connections in marketing and event industry
- References and diploma from completing Ticketmaster marketing internship

#### **HOW TO APPLY:**

- Send us your cover letter, explaining your motivation for applying and what you can bring to our team together with a CV in Finnish: [rekry@ticketmaster.fi](mailto:rekry@ticketmaster.fi)
- Deadline for applying is Friday 20<sup>th</sup> February.
- If you have any questions about the role, please contact Marketing Director, Riitta Peitsala 050 3388 515 or email: [riitta.peitsala@ticketmaster.fi](mailto:riitta.peitsala@ticketmaster.fi)

#### **LIFE AT TICKETMASTER:**

We are proud to be a part of Live Nation Entertainment, the world's largest live entertainment company.

Our vision at Ticketmaster is to connect people around the world to the live events they love. As the world's largest ticket marketplace and the leading global provider of enterprise tools and services for the live entertainment business, we are uniquely positioned to successfully deliver on that vision.



We do it all with an intense passion for Live and an inspiring and diverse culture driven by accessible leaders, attentive managers, and enthusiastic teams. If you're passionate about live entertainment like we are, and you want to work at a company dedicated to helping millions of fans experience it, we want to hear from you.

Our work is guided by our values:

- Reliability - We understand that fans and clients rely on us to power their live event experiences, and we rely on each other to make it happen.
- Teamwork - We believe individual achievement pales in comparison to the level of success that can be achieved by a team
- Integrity - We are committed to the highest moral and ethical standards on behalf of the countless partners and stakeholders we represent
- Belonging - We are committed to building a culture in which all people can be their authentic selves, have an equal voice and opportunities to thrive

#### **EQUAL OPPORTUNITIES:**

We are passionate and committed to our people and go beyond the rhetoric of diversity and inclusion. You will be working in an inclusive environment and be encouraged to bring your whole self to work. We will do all that we can to help you successfully balance your work and homelife. As a growing business we will encourage you to develop your professional and personal aspirations, enjoy new experiences, and learn from the talented people you will be working with. It's talent that matters to us and we encourage applications from people irrespective of their gender, race, sexual orientation, religion, age, disability status or caring responsibilities.