

Director of Marketing

The Director of Marketing will work with the VP of Marketing to develop holistic marketing campaigns across all digital, social, PR and exhibitor platforms. We are big on big ideas, first to market executions and engaging marketing campaigns. You will be responsible for establishing strategies with content providers and managing a team that will tactically execute established strategies. You will be a key liaison that will ensure a cohesive and collaborative approach between content partners, internal stakeholders, vendors, outside agencies, and exhibition. You will maintain oversight of the entire marketing campaign including developing and communicating content plans, ensure creative requirements are met, and all tactics drive awareness and ticket sales.

Essential Duties and Responsibilities (Other duties may be assigned)

- Lead and manage all aspects of assigned releases (across a wide variety of genres including anime, classics, faith, fandom, episodic, music, etc.), including client relationships, promotional activities, marketing campaigns and managing 3rd party vendors in addition to problem-solving issues or concerns that arise, and escalating issues to Leadership.
- Develop overall strategy that will drive ticket sales and consumer engagement, working closely with team members across the department and company, ensuring that messaging is on target for the Fathom brand and targeted audience, monitoring deadlines, and providing key feedback on overall campaign development.
- Responsible for making sure financial spending for assigned releases are within budget and drive campaign goals, considering the overall business implications for all actions- making sure decisions result in the betterment of the business.
- Brainstorm marketing tactics for a constantly changing release schedule and develop innovative promotions with clients, vendors, partners, influencers, etc., while protecting the Fathom brand.

- Ensure all clients fulfill marketing commitments and communicate client challenges to Leadership.
- Partner with internal and external resources to develop fun, thoughtful creative that will drive consumer interest to share, participate, and ultimately purchase.
- Communicate campaign progress to the leadership team – including any strategic wins or shortfalls.
- Negotiate and secure strategic media buys for all assigned Fathom campaigns ensuring prime placements, rates, and value-add elements. Stay informed on media and promotional trends and communicate those updates to the team.
- Manage and guide direct reports, including teaching the lifecycle of the release, delegating tasks and day-to-day responsibilities.
- Own the comp pass code process with vendors and to problem-solve issues or concerns that arise.
- Lead the development and improvement of business processes related to Fathom marketing activities to drive efficiencies and leverage the marketing resources across businesses outside partners/vendors, particularly in relation to Clouldinary, the exhibitor portal, and any SAAS software.
- Work cross departmentally with exhibitor marketing, digital marketing, PR, operations, accounting, and programming on execution of marketing plans and budgets to meet goals.

- Identify new business opportunities and provide actionable plans to the marketing department ensuring the continuous improvement of the company's marketing efforts.
- Compile metrics, data and analysis on campaigns and offer suggestions for optimization.
- Responsible for release recaps, monthly recaps, agendas, deadlines and deliverables.

Preferred Knowledge, Skills & Experience

- 5+ years of Marketing experience with progressively increasing responsibility
- 3+ years of experience managing/supervising others
- Degree in Marketing preferred
- Proficiency in tools for data-driven decision making
- Exceptional communication skills and strong ability to adapt to a variety of personalities
- Strong time management and analytical skills
- Ability to manage multiple priorities, adapt to interruptions, and work effectively across multiple teams

Salary Range: Negotiable, \$80k-90k/year + bonus potential depending on experience

Benefits

- 401(k) & match
- Health, dental, and vision insurance

- Paid time off
- Employee Assistance Program
- Education/training assistance opportunities

To Apply: Please send an email to HR Manager, Siera Snow at ssnow@fathomentertainment.com.

Attach your resume and explain your previous relevant marketing and management experience, whether you are able to commute to the office in Centennial 3 days a week, and include any other vital information for the hiring team.