



Social Media and Digital Community Manager Job Description

Summary:

As a key member of Fathom's Digital Marketing team, the Social Media and Digital Community Manager will support the marketing team in the day-to-day functions required to deliver strategic and effective digital marketing campaigns. Through online, mobile and social media initiatives, he/she will help manage the development and execution of digital programs that increase traffic to the Fathom website and social media channels in order to maximize awareness of and attendance to nationwide in-theater events. This position will collaborate closely with and across the entire marketing team to ensure all digital marketing & media executions are produced according to overall marketing strategies and objectives, further facilitating the creation of fully integrated marketing campaigns. This role will help ensure external and internal stakeholders are aligned on all digital marketing/media initiatives and executions. The ideal candidate is passionate about event marketing and the entertainment business, a creative problem solver, and motivated with a good understanding of online and social marketing tactics, platforms and tools.

Essential Duties and Responsibilities: include the following. Other duties may be assigned.

- Act as Fathom's social media manager to grow and nurture our social communities including: writing and curating social content for events and brand initiatives; staying up-to-date with event developments and updating social calendar when needed; strategizing and planning social contests; analyzing past social performance and making recommendations to adapt strategy; advocating for the brand and individual events in digital spaces; engaging in dialogues and answering consumer questions where appropriate.
- Manage and maintain Fathom website content using a custom CMS; facilitate the creation of new event pages; optimize web content for SEO; ensure accuracy and consistency of marketing message across all online channels
- Support team in staying abreast of emerging digital trends and topics; brainstorm new and innovative digital tactics for events; use social trending to make recommendations on programming opportunities.
- Work closely with digital team to build Fathom's Influencer Program from the ground up; develop and execute campaigns to foster the relationship with Fathom's ambassadors and engage our digital community.
- Manage and analyze consumer experience platform to provide insights to wider teams on: consumer interest and awareness of Fathom's programming, marketing effectiveness, attendee experience and overall brand image and perception.
- Provide day-to-day support to the Digital Marketing and wider Event Marketing teams to complete initiatives required to deliver successful campaigns in support of each event.

Qualifications:

- BA/BS degree, preferably in creative writing, marketing, or equivalent
- Minimum 3 years social media management experience; strong personal social presence a plus but not required
- CMS experience required



- Basic knowledge of Photoshop required
- Ability to work on multiple projects at once and perform under tight deadlines
- Excellent eye for detail