

SVP, Marketing – Fathom Events

Job Description

Summary:

Fathom Events is seeking an SVP of Marketing to be located in the company headquarters just south of the Denver Tech Center. Reporting directly to the CEO, the SVP of Marketing is responsible for leading and developing the overall marketing strategy for Fathom Events and driving the integration and execution across multiple platforms and distribution channels. Specifically, the SVP, Marketing is responsible for setting clear objectives to guide Fathom Events' marketing direction, including managing the creation of marketing alliances, brand strategy, public relations strategy, creative strategy and digital/social strategies all geared toward Fathom profitability.

Responsibilities:

- Act as a thought leader by identifying areas of opportunity and differentiation through marketing initiatives with a strong collaboration with programming, operations, finance, business affairs and all departments within Fathom Events
- Develop and execute creative marketing strategies to drive ticket sales, engage and retain Fathom fans and cross-promote partners as well as establish marketing synergies with theatre exhibitors and affiliates
- Develop, maintain and grow marketing strategies to support Fathom's Programming development within core verticals.
- Collaborate with theatre exhibitors to activate in-theatre and out of theatre marketing strategies and campaigns
- Identify consumer trends/needs and actively influence products to address Fathom's evolving consumer and client needs.
- Develop, market, communicate and grow an "experiential" concept for applicable Fathom events and fans
- Develop, manage and lead a high performing team of marketing professionals
- Lead "corporate" and "event" brand-building efforts related to the positioning of Fathom Events in the industry and consumer marketplace
- Establish deep, effective partnerships with business leaders from clients, partners, exhibitors and vendors
- Collaborate with all Fathom executives on strategic business planning, marketing and promotion, and a cohesive content and brand position
- Provide strategic recommendations to Senior Management and continually assesses competitor initiatives and market trends
- Generate and manage Fathom's marketing budget with measurable return on investment

- Negotiate, close and enforce contractual agreements related to marketing on behalf of Fathom Events in conjunction with other applicable Fathom executives and resources
- Cultivate and nurture a spirit of creativity, collaboration and innovation
- Utilize analytical tools, personnel and resources to develop a marketing research methodology and measurement
- Provide marketing support for business development to introduce differentiated new products to drive new revenue opportunities and position the company as an innovator
- Provide marketing support for Fathom's B2B and Sponsorship initiatives
- Be a source of creativity, energy and excitement both within the company as well as with external partners

Qualifications:

- Proven marketing leader with exceptional track record developing marketing, digital and brand strategies
- Proven ability to generate, lead, develop and motivate a highly skilled and innovative marketing team
- Experience in managing budgets and meeting/exceeding financial targets
- Strong ability to negotiate and sell big ideas; can influence multiple stakeholders and possesses business partnership skills needed in a highly complex/dynamic environment
- Ability to build strong relationships across the company
- Demonstrated understanding of technology, digital content creation and distribution and ability to identify related issues and opportunities.
- Ability to think strategically/analytically with a strong creative mindset
- Exceptional communication, presentation and organizational skills
- Ability to manage and influence external marketing resources
- Creative thinker with track record of innovation for identifying new platforms and products
- Minimum BA/BS degree preferably in marketing and/or communications with proven success. Minimum 10 years proven marketing management experience