



Associate Digital Marketing Manager

As part of Fathom's Digital Marketing team, the Associate Digital Marketing Manager will support the marketing team in the day-to-day functions required to deliver strategic and effective digital marketing campaigns. This role will manage all campaigns for our Faith, Inspirational, and European Arts team, assisted by the Digital Marketing Manager, from kickoff to wrap up, across all digital advertising platforms at our disposal.

This role will also work closely with the Director of Digital Strategy, implementing a data capture and organization calendar, conforming the data to established company standards and delivering for ingestion and analysis. 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 function will assist in serving a core function of our overall data driven strategy, impacting campaigns and paid media decisions across the company.

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.

Please include a resume and a cover letter with base salary requirements (before benefits) when applying.

Responsibilities Include:

- Help manage the creation and execution of digital marketing campaigns. Manage program elements as defined by the Director of Digital Strategy and Sr. Digital Marketing Manager. Includes working with and across internal and external teams, clients, partners and agencies.
- Work with Director of Digital Media to pull and organize monthly reports across campaigns and platforms, conform to company data best practices, and perform data hygiene maintenance on data sets
- Produce wrap up reports for each event detailing tactics, KPI results, and recommendations for future similar events
- Act as a public facing voice to community feedback and concerns on social media
- 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.
- Perform weekly SEO/QA audits using our internal audit tools and share results with the Digital Marketing Manager and Director of Digital Strategy.
- 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 digital marketing experience with solid understanding of organic and paid search (SEO/SEM), online marketing, Google Analytics, Google Adwords, Facebook Ads, and digital marketing practices and tools
- CMS experience required
- Basic working knowledge of Photoshop layout and text manipulation; basic Premiere and/or After Effects a plus
- Ability to work on multiple projects at once and perform under tight deadlines
- Excellent eye for detail
- Experience with "time & place" event campaigns preferred

Skills:

- Highly motivated, energetic, hands-on professional who can guide and motivate a nimble and responsive team
- A sharp and unrelenting eye for detail
- Passionate about the customer experience
- Strategic thinker and creative problem solver
- Highly collaborative team player who can work well with cross-disciplinary teams and influence without authority
- Comfortable in a dynamic, fast paced and changing environment