



## Digital Marketing Manager

As part of the Fathom Events Digital Marketing team, the Digital Marketing Manager will work closely with the Senior Digital Marketing Manager to develop and implement digital marketing initiatives and digital program management plans. They will be a dedicated expert on Facebook digital marketing techniques, and a go to resource and point of contact for best practices and new models of reaching customers in a rapidly changing digital advertising landscape. They will manage all campaigns for our music, anime, and originals team from kickoff to wrap up, across all digital advertising platforms at our disposal. They will work closely with the Associate Digital Marketing Manager, reviewing copy and creative decisions, promoting personal career growth for both parties.

This role will also focus on monitoring and making recommendations on core website functionality and presentation, working closely with the Director of Digital Media to deploy bug fixes and product enhancements, with a related focus on implementing new revenue strategies for our 1M+ visitors each month. Through online 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

The ideal candidate has a strong background in project management, is detailed oriented, energetic, analytical and has strong understanding of current online marketing, destination marketing, social media marketing trends 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 VP of Marketing and Digital Marketing Manager. Includes working with and across internal and external teams, clients, partners and agencies.
- Help manage the day-to-day projects of the Digital Marketing team in order to complete initiatives required to deliver successful integrated marketing campaigns in support of each event, including the creation and execution of social media, website, and email strategies.
- Manage content and optimize Fathom's website for SEO/SEM and user experience to increase traffic, engagement and demand. Manage each event's SEO, PPC & SEM promotional campaign efforts including keyword analysis, content development, optimization and reporting. Implement best practices to increase organic and paid search visibility and ranking.
- 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.
- Produce wrap up reports for each event detailing tactics, KPI results, and recommendations for future similar events
- Work closely with the Sr. Digital Marketing Manager and Associate Digital Marketing Manager in implementing social media strategies; write clear, persuasive, original copy to be pushed out on all

social media platforms; manage presence and engagement in social networking sites; monitor effective benchmarks measuring the social media impact and analyze, review reports monthly on social media trends and effectiveness of campaigns in an effort to maximize results and help evolve strategies and tactics.

- Oversee creative development of content (images, videos, etc.) to enrich the brand experiences on website and in social media specifically
- Ensure thorough monitoring, tracking, reporting and optimizing of your digital campaigns are actively taking place and use insights to recommend performance improvements
- Communicate trends in digital marketing to wider team, ensuring compliance across all digital assets

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### **Qualifications:**

- Minimum of 5 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
- Basic working knowledge of Adobe Photoshop layout and text manipulation; basic Premiere and/or After Effects experience a plus
- Ability to work on multiple projects at once and perform under tight deadlines
- Excellent project management and reporting skills a must
- Good understanding of content management systems
- Basic working knowledge of HTML, CSS a plus
- Must have a creative outlook and acute attention to 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