



Marketing Coordinator

The Marketing Coordinator will work closely with the Senior Marketing Manager in all aspects of promotions including assisting with targeted marketing programs designed to maximize in-theatre ticket sales, developing value propositions and messaging to differentiate each unique event and helping to coordinate the creative process.

The ideal candidate has general marketing experience in the core fan/sports/music/entertainment industry or with a marketing, advertising or promotions agency. The candidate must be a motivated self-starter, extremely detail oriented, a strong writer and knowledgeable about current marketing concepts, comfortable working on a variety of genres and clients.

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

- Assist in all aspects of Fathom marketing campaign development, including client relationships, promotional activities, 3rd party vendor relationships and collateral development.
- Handle delivery of creative assets, spec information, distributing comp passes, assisting with on-site radio/organizations and various logistical elements of event marketing campaigns
- Facilitate creative development process including writing creative briefs, monitoring deadlines, proofing and providing valuable messaging input
- Create and maintain marketing plans and calendars and ensure activities are executed in a timely manner
- Brainstorm new and innovative marketing tactics for constantly changing event lineup
- Assist with all cross-promotional and awareness initiatives
- Handle general marketing administrative responsibilities such as shipping, printing, maintaining files, agendas and recaps
- Monitor client and partner social media channels for related posts
- Assist team with all collateral materials creation and production

Qualifications:

- Experience in marketing and/or event promotions in the core fan/sports/music/entertainment industry or with an event marketing, advertising or promotions agency
- 2+ years client management/marketing experience
- Prior client/creative process management required
- Must be extremely detail oriented
- Creative outside-of-the-box thinker who takes initiative and has a can-do mindset
- Strong customer relationship and people skills
- Ability to multi-task and perform under pressure
- Enthusiasm for a fast-paced, dynamic environment where products and programs are evolving as the business matures
- Excellent computer, written and verbal skills needed
- BA/BS degree or equivalent, preferably in marketing and/or communications

If you qualify for and would like to be considered, please send your resume to humanresources@fathomevents.com with *Marketing Coordinator* in the subject line by September 30, 2018.



About Fathom Events:

Any employment offer will be subject to background checks. Applicants may also be asked to supply personal and professional references.

ACJV, LLC is an Affirmative Action/Equal Opportunity Employer.

All qualified applicants will receive consideration for employment and will not be discriminated against on the basis of race, color, religion, sex, national origin, disability or veteran status or any other status protected by law.

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