



### **Event Marketing Coordinator**

The Marketing Coordinator will work closely with the Senior Marketing Manager in all aspects of event promotions including assisting with targeted marketing programs designed to maximize in-theatre event 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 an event 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 events and clients.

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

- Assist in all aspects of Fathom event 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 for teams assigned events 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 event awareness initiatives
- Handle general marketing administrative responsibilities such as shipping, printing, maintaining files, agendas and recaps
- Monitor client and partner social media channels for event 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](mailto:humanresources@fathomevents.com) with *Marketing Coordinator* in the subject line by June 15, 2018.**



**About Fathom Events:**

Fathom Events is the recognized world leader in the event cinema industry, offering a variety of one-of-a-kind entertainment events in movie theaters across the country. We provide entertainment for fans of all interests including music, world-class performing arts, sporting events, comedy, original programming featuring thought leaders in radio and television, and more. Fathom Events also offers one of the most exciting opportunities for brands seeking a one-of-a-kind marketing and promotional channel. With over 17,000 promotional screens and premium marketing assets both on-screen in front of every movie and in theater lobbies nationwide, Fathom's promotional reach often exceeds that of the top major television networks. For more information about Fathom Events, visit [FathomEvents.com](http://FathomEvents.com).

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

*ACIV, 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.*