



Job Title: Marketing Director
Department: Marketing
Reports To: Interim Head of Marketing
Location: Centennial, CO

Position Summary

The Marketing Director will work closely with the entire Marketing team, overseeing all aspects of exhibitor marketing, with an emphasis on developing programs for each of Fathom's Founding Member circuits that maximize visibility, create value and drive attendance. This includes scheduling and trafficking of Fathom trailers, close coordination with NCM personnel, and direct interaction with marketing and exhibition teams at AMC, Regal and Cinemark. The Marketing Director will also manage consumer research initiatives and provide detailed consumer insights to help drive programming and marketing strategy decisions. Additionally, the Marketing Director will manage corporate conference and tradeshow presences to help in furthering the Fathom brand. The ideal candidate must actively and confidently bring new ideas to the table to maximize revenue growth and exhibitor box office performance, and be able to execute them accordingly.

Essential Duties and Responsibilities include the following.

- Lead and execute all aspects of Fathom exhibitor marketing campaigns, including circuit relationships, promotional activities and collateral development
- Ensure Fathom's marketing asset portal is updated consistently and functioning properly
- Schedule and track Fathom's on-screen trailer inventory, strategically allocating placements to the benefit of Fathom and its content providers
- Schedule and track Fathom's inventory of in-theatre marketing assets including posters, standees and in-lobby trailers
- Brainstorm new and innovative exhibitor marketing tactics for ever-changing event lineup
- Work with the entire marketing team as a strategic leader to create cross-promotional and awareness opportunities for exhibitor marketing initiatives
- Collect and aggregate existing consumer research
- Define and develop a consumer research program to provide strategy insights to programming and marketing on an ongoing basis
- Manage corporate conference and tradeshow presences from managing timelines, creative deliverables, day-to-day communication with organizers, etc.
- Other duties as assigned (i.e. budget management, emerging business execution and support)

Competencies

- Creative, outside-of-the-box thinker
- Detail-oriented
- Strong customer relationship and people skills
- Solid communication skills
- Ability to multi-task effectively and efficiently
- Technical proficiency
- Enthusiasm for fast-paced, dynamic environment

- Passion for all things entertainment and entertainment-related

Education/Experience

- Bachelor's degree or equivalent; concentration in Marketing and/or Communications preferred
- 8+ years client management/marketing experience
- General marketing experience and/or event promotions in the music/entertainment/broadcasting industry or with an event marketing, advertising or promotions agency
- Previous media planning and scheduling experience

Supervisory Responsibility

This position has no supervisory responsibilities.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

This position will operate in a professional office environment and routinely uses standard office equipment.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit and use hands to finger, handle, or feel. The employee is frequently required to talk or hear. The employee is occasionally required to stand; walk; reach with hands and arms and stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 25 pounds.

Travel

This position requires occasional travel.

Please send cover letter and resume to humanresources@fathomevents.com with 'Director of Marketing' in the subject line.

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