

Marketing Manager \$75k - \$80k

Are you a strategic thinker with a passion for entertainment and a talent for delivering top-notch client experiences? Fathom Entertainment, the leading specialty distributor of content to movie theatres globally, is on the hunt for a visionary Marketing Manager to lead cutting-edge campaigns and redefine industry standards. As a vital part of our team, you'll craft marketing magic that drives ticket sales, captivates audiences, and builds unforgettable theatrical events.

From managing diverse partnerships that span the Faith/Inspirational space to the performing arts, to conceptualizing bold marketing initiatives, you'll play a key role in shaping the future of entertainment marketing. We're looking for a proactive leader who can dive into every detail with precision while keeping the big picture in mind. With a flair for creative problem-solving, innovative thinking, and staying ahead of industry trends, you'll turn challenges into opportunities and ideas into action.

Join us and be the driving force behind successful campaigns, seamless client partnerships, and innovative release strategies. If you're ready to blend your analytical expertise with your love for entertainment, Fathom Entertainment is the stage for your talent to shine. Together, let's create the future of marketing excellence and connect fans with the content they love.

Job Duties:

- Lead and orchestrate innovative marketing campaigns and promotional activities, collaborating with third-party vendors to ensure seamless execution, and swiftly addressing challenges with leadership support as needed.
- Build and nurture strong client relationships, creating collaborative partnerships that deliver exceptional experiences and drive the success of Fathom's events and releases.
- Craft and execute forward-thinking marketing plans that captivate audiences, drive ticket sales, and enhance consumer engagement—working in sync with cross-departmental teams to fine-tune messaging and meet deadlines.
- Ensure clients meet their contractual marketing obligations, tackling obstacles with proactive communication and innovative solutions in partnership with leadership.
- Collaborate across Fathom's platforms—organic social, paid media, website, event pages, email, PR, and creative campaigns—to brainstorm and implement impactful initiatives that engage audiences and amplify brand presence.

- Strategically plan, negotiate, and secure media buys that maximize campaign effectiveness, leveraging the latest trends to inform decisions and elevate results.
- Partner with internal and external creative teams to produce engaging, out-of-the-box content that drives consumer excitement, participation, and ticket purchases.
- Work cross-functionally with exhibitor marketing, digital marketing, PR, operations, accounting, and programming teams to seamlessly execute marketing strategies and meet collective goals.
- Oversee campaign budgets, ensuring strategic and efficient financial management while aligning expenditures with overarching objectives.
- Identify fresh opportunities to elevate marketing efforts and contribute actionable insights that foster continuous growth and innovation for the company.
- Deliver post-event recaps with detailed insights and performance analysis to inform and improve future campaigns.
- Keep leadership informed with updates on campaign progress, celebrating key wins while navigating and addressing any hurdles.
- Represent Fathom Entertainment with confidence and enthusiasm at industry conferences and client meetings, showcasing our brand and building new opportunities for collaboration.

To apply please email your resume to ssnow@fathomentertainment.com.