

Director of Marketing-Fathom Entertainment

At Fathom Entertainment, you have the opportunity to be part of a recognized leader in the entertainment industry. Fathom delivers a wide variety of programming and experiences to U.S. and global cinema audiences as one of the top distributors of content to movie theatres in North America. We bring diverse content- including independent original movies, anime, opera, faith-based films, studio classics, and more to theatres worldwide. Our Marketing team works closely with our content partners to drive successful, synergistic publicity campaigns while elevating media and consumer awareness of Fathom as a Top 10 distributor.

The Director of Marketing will work with the VP of Marketing to develop holistic marketing campaigns across all digital, social, PR and exhibitor platforms. We are big on big ideas, being first to market executions and creating engaging marketing campaigns. You will be responsible for establishing strategies with content providers and managing a team that will tactically execute those strategies. You will be a key liaison that will ensure a cohesive and collaborative approach between content partners, internal stakeholders, vendors, outside agencies, and exhibition. You will maintain oversight of the entire marketing campaign including developing and communicating content plans, ensuring creative requirements are met and that all tactics drive awareness and ticket sales.

Essential Duties and Responsibilities (Other duties may be assigned)

- Lead and manage all aspects of assigned releases (across a wide variety of genres including anime, classics, faith, fandom, episodic, music, etc.), including client relationships, promotional activities, marketing campaigns and managing 3rd party vendors. Problem-solve issues or concerns that arise and escalate issues to Leadership.
- Develop overall strategy that will drive ticket sales and consumer engagement, working closely with team members across the company, ensuring that messaging is on target for the Fathom brand and targeted audience.
- Monitor deadlines and provide key feedback on overall campaign development.
- Responsible for making sure financial spending for assigned releases are within budget and drive campaign goals, considering the overall business implications for all actions- ensuring decisions result in the betterment of the business.

- Brainstorm marketing tactics for a constantly changing release schedule and develop innovative promotions with clients, vendors, partners, influencers, etc., while protecting the Fathom brand.
- Ensure all clients fulfill marketing commitments and communicate client challenges to Leadership.
- Partner with internal and external resources to develop fun, thoughtful creative that will drive consumer interest to share, participate, and ultimately purchase.
- Communicate campaign progress to the leadership team – including any strategic wins or shortfalls.
- Negotiate and secure strategic media buys for all assigned Fathom campaigns ensuring prime placements, rates, and value-add elements. Stay informed on media and promotional trends and communicate those updates to the team.
- Manage and guide direct reports, including teaching the lifecycle of the release, delegating tasks and day-to-day responsibilities.
- Own the comp pass code process with vendors and problem-solve issues or concerns that arise.
- Lead the development and improvement of business processes related to Fathom marketing activities, driving efficiencies and leveraging the marketing resources across businesses and outside partners/vendors, particularly in relation to Cloudinary, the exhibitor portal, and any SAAS software.
- Work cross departmentally with exhibitor marketing, digital marketing, PR, operations, accounting, and programming on execution of marketing plans and budgets to meet goals.
- Identify new business opportunities and provide actionable plans to the marketing department, ensuring the continuous improvement of the company's marketing efforts.
- Compile metrics, data and analysis on campaigns and offer suggestions for optimization.
- Responsible for release recaps, monthly recaps, agendas, deadlines and deliverables.
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Preferred Knowledge, Skills & Experience

- 5+ years of Marketing experience with progressively increasing responsibility
- 3+ years of experience managing/supervising others
- Degree in Marketing preferred
- Proficiency in tools for data-driven decision making
- Exceptional communication skills and strong ability to adapt to a variety of personalities
- Strong time management and analytical skills
- Ability to manage multiple priorities, adapt to interruptions, and work effectively across multiple teams

Salary Range: \$100k/year + bonus potential

Benefits

- Flexible hybrid schedule- 3 days in office
- Health, dental, and vision insurance beginning Day 1
- 401(k) with match
- Paid time off including Vacation, Sick, and 11 Holidays
- Employee Assistance Program for mental health, finances, legal, etc.
- Education/training assistance opportunities
- Beautiful, spacious office located in the Denver Tech Center
- Opportunity to be involved in the entertainment business in the Denver area!

To Apply: Email Fathom-careers@fathomentertainment.com to apply. Attach your resume and explain your previous relevant experience in marketing *and* with management. Please also include whether you are able to commute to the office in Centennial 3 days a week, and any other vital information for the hiring team.