

We are looking for a Communications Coordinator who is passionate about developing, creating, and integrating press strategies for our theatrical releases. This role requires someone who is detail-oriented, takes initiative, holds themselves accountable, brings energy and creativity to the table, can work on multiple projects and meet various deadlines, and has a true passion for learning the business and the craft of media relations.

You should know how to leverage the press effectively and be excited to deliver innovative and impactful campaigns. As an integral part of the Marketing Department working under the Head of Communications, you will be committed to establishing and fostering relationships with media outlets, clients, studios, and exhibitors, while working side-by-side and enthusiastically with the Head of Communications and the broader close-knit Fathom team.

Core responsibilities:

- Partner with the marketing department and content partners to execute press strategies across all releases, including fast-breaking news and long-lead press.
- Craft, edit, and service various PR materials, including press releases, pitches, media kits, strategy documents, semi-monthly newsletters, talking points, clips, press recaps, and customer service documents.
- Work with the digital team on SEO best practices for the press pages.
- Coordinate with content partners, theatre owners, and outside agencies on press plans, materials, and media tours.
- Develop, maintain, and leverage relationships with national and regional media contacts (digital, B2C, B2B, traditional, and genre-specific outlets) to support our releases.
- Continuously update and manage comprehensive media lists across print, broadcast, and digital platforms
- Work closely and communicate effectively with internal and external teams.
- Stay current with consumer/business/trade press on music, entertainment, film, TV, theatre owners, other cultural touchstones and events, and the media opportunities around them.
- Represent Fathom at appropriate client meetings, industry, community, and client-facing events.

- Maintain affiliations with appropriate industry leaders, networks, and organizations, including community involvement.
- Other duties as assigned

Administrative & Organizational Tasks:

- Manage and create wrap-up reports, build press kits, monitor media, track and coordinate press materials, and oversee and execute press postings across Fathom's owned and operated platforms, such as social media channels and the website.
- Track and execute the submission process for key industry awards, helping to raise the company's profile across multiple industry sectors.

Requirements:

- Strong collaboration skills with the ability to coordinate multiple stakeholders in developing communication strategies
- 1-2+ years of PR and media relations experience
- Excellent writing skills
- Exceptional project management skills, including organization, prioritization, and communication
- Ability to meet multiple deadlines and manage releases
- Proactive in taking initiative, solving problems, and following through
- Knowledgeable about trends, technology developments, and innovations in publicity and social media
- Persuasive communication skills for pitching and selling stories to various media outlets
- Resourceful and detail-oriented
- Ability to thrive in a fast-paced environment
- Knowledge of Asana, Muck Rack, SharePoint, Dropbox is a plus

Salary Range: \$57,000-\$60,000

Email your resume to ssnow@fathomentertainment.com to apply.