



Digital Marketing Manager

Boulder Theater, Fox Theatre (CO)

Employment Type: Full-Time, Non-Exempt

Reports To: Vice President of Marketing

Z2 Entertainment is seeking a driven, organized, and creative Digital Marketing Manager to execute strategic marketing initiatives for events we book at Boulder Theater, Fox Theatre, Chautauqua Auditorium Summer Concert Series, and 10 Mile Music Hall. This full-time salaried position is based in Boulder, Colorado and plays a vital role in increasing ticket sales and enhancing our brand.

The position requires some remote work outside of usual office hours and on weekends.

Job Responsibilities

- **Event Marketing**
 - Create and execute marketing plans for all Z2-produced events at 10 Mile Music Hall during ski season
- **Social Media Marketing**
 - Manage various social media platforms for multiple venues
 - Create and implement social media calendars
 - Coordinate ticket giveaways
 - Stay up-to-date with best practices for existing and emerging social platforms
- **Content & Communications**
 - Ensure consistent and timely updates on marketing reference sheets, websites, ticketing pages, and other event listings
 - Create press releases
 - Produce weekly newsletters and genre-targeted email campaigns
 - Build copy for and review printed calendar promotions
 - Coordinate and follow up with promotional efforts of support acts
 - Assist in maintaining in-house marketing (screens, posters, displays, etc.)
- **Team Leadership**
 - Recruit, hire, and manage marketing interns
 - Support the Marketing Assistant and street/online teams
 - Attend and contribute to weekly marketing meetings
 - Help marketing team improve on existing strategies / implement new strategies
- **Analytics & Reporting**
 - Compile and analyze monthly social media performance reports
 - Track effectiveness of digital campaigns and implement optimizations
 - Regularly attend events and report on audience demographics



Qualifications

- Experience in digital marketing, preferably in the live entertainment or events industry
- Strong understanding of social media platforms including:
 - Facebook
 - Instagram
 - Twitter / X
 - TikTok
 - Snapchat
 - Reddit
- Excellent written and verbal communication skills
- High level of organization with keen attention to detail and time management
- Ability to work collaboratively and is also self-motivated, with a problem-solving mindset
- Familiarity with:
 - Google Workspace (Docs, Sheets, Drive)
 - Adobe Creative Suite (Photoshop)
 - Canva
- Knowledge of the Colorado music scene and media landscape is a plus

Physical Requirements

- Duties require lifting and/or carrying of objects weighing up to 25 pounds. Must be able to climb stairs - the Fox Theatre office is located on the second floor. Employees must be in suitable physical shape to meet these requirements and alert the supervisor if he or she becomes unable to do so.

Compensation & Benefits

- **Annual Salary:** \$40,000
- **Benefits:**
 - Annual performance reviews and raise opportunities
 - Optional medical, dental, vision, and 401(k) plans
 - Paid office holidays, PTO, and sick time
 - Complimentary tickets to Z2 events

Growth Path

- All roles at Z2 are designed with growth in mind, offering opportunities for advancement as employees gain experience and demonstrate their capabilities.

Application Instructions:

- Email your resume and cover letter to christian@z2ent.com with the subject line: **Digital Marketing Manager Application – [Your Name]**