

Marketing Director

(Reports to Show Runner / Executive Producer)

Operational Parameters & Management Scope – Executive Leadership Position –

1. Core Departments Managed

The **Marketing Director** leads all external and internal communications for GeekFest West, ensuring cohesive brand presentation, targeted audience engagement, and strategic promotion across all channels.

This includes creative design, digital media, advertising, public relations, and event communications for both pre-show and on-site marketing.

Department	Description	Sub-Leads / Key Roles
Brand Management & Creative Design	Maintain brand identity, design assets, color standards, and logo use across all materials.	Creative Design Lead, Graphic Artist
Advertising & Media Relations	Plan and execute paid ad campaigns, PR releases, and media partnerships.	Advertising Coordinator, PR Manager
Social Media & Digital Outreach	Manage all social platforms, content calendars, and online engagement.	Social Media Manager, Community Lead
Web & Email Marketing	Oversee the official website, newsletters, and email marketing campaigns.	Web Content Manager, Email Specialist
On-Site Marketing & Signage	Coordinate event signage, maps, banners, and informational collateral.	Print & Signage Coordinator
Photography & Video Content	Capture event photos, video recaps, and live-stream marketing assets.	Media Production Lead, Photographer

2. Decision Authority Parameters

This position holds creative and operational control over all marketing outputs under the direction of the Show Runner and Board-approved strategy.

Area	Authority Level	Notes
Marketing Campaign Development	Full authority to design and manage campaigns within approved budget.	Aligns with strategic objectives and show themes.
Branding & Design Standards	Final authority on logo use, typography, and color palette.	Must maintain consistent branding across departments.

Area	Authority Level	Notes
Social Media & Digital Content	Full control of online communication tone and posting schedule.	Must adhere to organizational content policy.
Advertising Purchases	May recommend ad buys and sponsorship placements.	Finance must approve expenditures.
Press & Media Coordination	Full authority to draft and release press materials.	Show Runner must approve sensitive or official statements.
Photography & Livestream Access	Can assign photographers and authorize filming in public spaces.	Must coordinate with Guest Relations for restricted zones.

3. Performance & Success Metrics

This role is evaluated based on **audience reach, engagement, and promotional effectiveness**.

Metric	Target Example	Source
Overall Attendance Growth	10–15% increase year-over-year	Ticketing Reports
Social Media Engagement	20%+ increase in reach and interaction	Platform Analytics
Ad Campaign ROI	Meet or exceed 4:1 return on ad spend	Finance Reports
Brand Consistency Score	100% compliance across materials	Internal Review
Press & Media Coverage	Minimum 10 positive articles or features	Media Clippings
Newsletter Open Rate	35% or higher	Email Analytics

4. Pre-Event Planning Milestones

Timeline	Milestone	Deliverable
Q1 2026	Finalize marketing plan, creative calendar, and media partnerships.	Marketing Strategy Document.
Q1 2026	Launch early bird advertising, teaser campaigns, and save-the-date announcements.	Initial Campaign Release.
March 21st 2026	Publish first major promotional wave including featured guests and sponsors.	Campaign Wave 1 Report.
May 1st 2026	Roll out mid-cycle campaigns and targeted ads.	Marketing Grid v2.0.
June 15th 2026	Publish final event push: maps, signage, program guides, and social countdown.	Final Marketing Packet.
Event Week	Oversee live updates, press relations, and photography/media coverage.	Daily Marketing Log and Post-Event Summary.

5. Interdepartmental Interfaces

The Marketing Director works closely with all departments to ensure consistent messaging, accurate information, and cohesive branding across the event:

- With **Show Runner / Executive Producer**: Approval of campaign direction and messaging.
- With **Finance Director**: Advertising budgets, payments, and sponsorship credit tracking.
- With **Programming Director**: Event listings, panel announcements, and celebrity promotion.
- With **Guest Relations**: Press access, photography, and guest-related promotions.
- With **Sponsorships Director**: Branding integrations and sponsor deliverables.
- With **Operations Director**: Venue signage, wayfinding, and physical marketing assets.
- With **Ticketing Director**: Price announcements, promotions, and ticket launch timing.

6. Out-of-Scope Boundaries

To maintain professional structure:

- Does not set or modify overall event budget.
- Cannot approve or process payments.
- Does not manage programming, scheduling, or guest contracts.
- Cannot issue unsanctioned statements on behalf of GeekFest West.
- Not responsible for vendor management or sales floor layout.

7. Documentation & Reporting

- Maintain a **Marketing Master Tracker** (Zoho / Excel) with all campaigns, metrics, and content calendars.
- Produce **Monthly Marketing Reports** summarizing campaign reach, analytics, and ROI.
- Submit **Post-Event Marketing Summary** including metrics, press coverage, and media highlights.
- Archive all creative files, photography, and approved assets for next-year use.