



# JOB DESCRIPTION

## SALES & MARKETING MANAGER

Facility Name:	FORD CENTER & VICTORY THEATRE
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### JOB INFORMATION

Job Title:	Sales & Marketing Manager	Department:	Marketing
Reports To:		FLSA Status:	Exempt <input checked="" type="checkbox"/> Non Exempt <input type="checkbox"/>
Prepared By:		Date Prepared:	1/18/2015
Approved By:	Scott Schoenike	Approved Date:	1/18/2015

### SUMMARY

Coordinates sales & marketing efforts for the Victory Theatre & Ford Center including marketing campaigns, negotiating media buys & trade promotions, coordinates media interviews, remotes and on-site station parking locations, organizing & implementing talent/patron meet & greets, monitoring & assisting premium seat holders during events, support for event promoters, develops & maintains facilities publicity through creation of press releases, posters, flyers, website, e-blasts, social media & prepares marketing event reports. Generating sales & sponsorships for the facilities including but not limited to Signage, video commercials / logos, event sponsorships, premium seat sales, etc. Assisting the Associate Director with any other assignments or projects as needed. Being a positive and energetic influence to department and staff as well as being creative and generating new ideas to enhance the sales & marketing efforts of our events.

### ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

1. Communicate with local media representatives on a regular basis to keep current contacts, strong relations and look for opportunities to create effective marketing campaigns for promoters and in-house advertising agency.
2. Understand the basic terminology and strategies of negotiating media buys and facilitating effective promotions in the best interest of the promoter and venue.
3. Provide show research and support to booking department and promoters.
4. Collaborate with promoters regarding all media coverage for events
5. Writes press releases and takes photos during events
6. Prepare event marketing settlement reports.
7. Plan and conduct market research to identify opportunities for increased ticket sales
8. Provide post-event reports, analysis and regular status reports on marketing programs
9. Maintain Facility websites as well as electronic marquees to keep them current and accurate.
10. Maintain and update all facility social media
11. Produce ongoing publicity for events through social media, press releases, creation of posters, flyers, websites, e-blasts, Ticketmaster e-blasts, ticket alerts and other forms of publicity as needed.
12. Maintain updates for Ford Center & Victory Theatre marketing tables, ticket office lobby posters / flyers, websites and social media including Facebook; Twitter, Instagram, etc.
13. Assist the Associate Director with any other assignments or projects as needed.
14. Answer questions about the Facility and provide clients with address, directions and other basic information.
15. Keep regularly scheduled meetings to update Associate Director with progress reports on all events/projects.
16. Sell premium seats including but not limited to Suites, Loge, Suite Club, Row B, Party Decks, Skybox, etc.
17. Sell sponsorships to applicable events such as Title Sponsor, contributing, sponsor, promotional tie-ins, etc.
18. Be present at suite entrance to assist with Will Call tickets, hand out any promotional items, note which suite holders are present at events and become familiar with contacts to enhance a positive experience.

### SUPERVISORY RESPONSIBILITIES

This position has no supervisory responsibility.

**QUALIFICATIONS** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.



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### **EDUCATION and/or EXPERIENCE**

1. Bachelor's degree from four-year College or university in marketing, communications or public relations; or one to two years related experience and/or training in arena and/or event sales or related field; or equivalent combination of education and experience preferred.
2. Skill in website & social implementation as well as sales, marketing of events & promotions.

### **CERTIFICATES, LICENSES, REGISTRATIONS**

1. Must possess a current valid driver's license and a current working home telephone with a number that can be accessed by building management personnel for business contact purposes.

### **LANGUAGE SKILLS**

1. Requires outgoing, articulate personality with well-developed communication skills and personal poise.
2. Ability to read, analyzes, and interprets general business periodicals, professional journals, technical procedures, or governmental regulations.
3. Ability to write reports, business correspondence, and procedure manuals.
4. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public. Ability to engage in public speaking.
5. Ability to speak and understand English.

### **MATHEMATICAL SKILLS**

1. Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages; area, circumference, and volume.
2. Ability to apply concepts of basic algebra and geometry.

### **COGNITIVE SKILLS / REASONING ABILITY**

1. Ability to maintain a calm, composed presence in an often fast-paced environment where multiple tasks, events and stimulus may occur simultaneously.
2. Ability to apply common sense understanding to carry out instructions furnished in written, oral or diagram form.
3. Ability to define problems, collect data, establish facts and draw valid conclusions.
4. Ability to remember previously learned material such as specifics, criteria, techniques, principles and procedures.
5. Ability to put parts together to form a new whole or proposed set of operations.
6. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form, dealing with both abstract and concrete variables.
7. Ability to identify choices and potential outcomes, determine importance of outcomes, combine information to prioritize options and make decisions based on best and most important choice.

### **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. While performing the duties of this job, the employee is regularly required to talk or hear.
2. The employee frequently is required to stand, walk, and sit.
3. The employee is occasionally required to use hands to finger, handle, or feel and reach with hands and arms.
4. The employee must occasionally lift and/or move up to 25 pounds.
5. Specific vision abilities required by this job include close vision, distance vision, color vision, and ability to adjust focus.



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### **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. While performing the duties of this job, the employee is occasionally exposed to outside weather conditions.
2. The noise level in the work environment is usually moderate and occasionally loud.
3. Hours worked may be in excess of 50+ hours including weekends and on holidays depending on nature of work load and events.

### **CONCLUSION**

The above statements are intended to describe the general nature and level of work being performed by the person assigned to this position. This is not an all inclusive list of responsibilities, duties, and skills required of personnel so classified. Further, this job description is not intended to limit or in any way modify the right of any supervisor to assign, direct, and control the work of any employee under his/her supervision. I understand that employment is at the will of the employer and either the employer or the employee may terminate the employment with or without cause at any time.