

JOB DESCRIPTION

DIRECTOR SALES & MARKETING



Facility Name:	HARTMAN ARENA
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JOB INFORMATION

Job Title:	Director of Sales & Marketing	Department:	Administration
Reports To:	Executive Director	FLSA Status:	Exempt <input checked="" type="checkbox"/> Non Exempt <input type="checkbox"/>
Prepared By:	Ben Bolander	Date Prepared:	10/15/2020
Approved By:	Angela Bohlen	Date Approved:	10/15/2020

SUMMARY

Directs and manages all aspects of marketing and sales for the facility. This includes promotional and print materials, media buying, public relations, event sponsorships sales, website maintenance, and social media strategy, event marketing plans, signage sales, suite sales, premium seat sales, sponsorship packages and other general sales and marketing functions. Requires evening and weekend work as event schedule demands.

ESSENTIAL DUTIES include the following. Other duties and responsibilities may be assigned.

1. Oversees all marketing, public relations and advertising for events.
2. Supervises all marketing collateral material and vendors.
3. Established positive relationships with all media.
4. Develops and manages website, social media strategy and digital footprint to continually build upon Arena's brand/image.
5. Directly or indirectly sells venue advertising, signage, sponsorship packages, suites and premium seating and other revenue producing assets.
6. Maintains strong relationship and communications with sponsors and premium seat holders.
7. Oversees artwork and design for signage. Updates digital signage on an event to event need.
8. Maintains sales and marketing departmental budget as established by Executive Director.
9. Meets annual sales and marketing departmental goals and objectives.

OTHER RESPONSIBILITIES

10. Gathers, records and compares event attendance monthly, quarterly and year-to-date.
11. Summarizes monthly attendance, events and economic impact for Client.
12. Forecasts event attendance and economic impact to develop the annual budget.
13. Attends and contributes at weekly senior staff meetings.
14. Attendance during regularly scheduled hours, position may include nights and weekends.
15. Plans and monitors special events and gifts regarding suite and premium seat holders.
16. Assists in marketing and sales on Loge/premium seating for arena events.
17. Assists in the development and coordination of premium food and beverage functions with the food and beverage department as it pertains to the Loge seat level.
18. Serves as a liaison with other event staff affecting the Loge seat level, including security, maintenance, event services, food and beverage, and guest services.
19. Attends training seminars and conferences.
20. Rotate Manager on Duty (MOD) responsibilities.

SUPERVISORY RESPONSIBILITIES

Directly supervises both full and part time employees in the Sales and Marketing Department. Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws.

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Responsibilities include interviewing, hiring, developing employees; management of departmental work assignments; addressing employee relation concerns.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty and responsibility 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.

EDUCATION and/or EXPERIENCE

Preferred candidate will possess the following:

1. Four-year degree in marketing/communications or related field.
2. A minimum of three to five years previous experience. Knowledge of public and media relations, media buying, promotional and sales development and advertising.
3. Demonstrated knowledge of event center practices including ability to follow instructions.
4. Knowledge of Excel and Word processing programs.

CERTIFICATES, LICENSES, REGISTRATIONS

1. Applicant must possess current, valid driver's license.

LANGUAGE SKILLS

1. Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations.
2. Ability to write reports, business correspondence, and procedure manuals.
3. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.
4. 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 add, subtract, multiple and divide in all units of measure, using whole numbers, common fractions and decimals.

REASONING ABILITY

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form; ability to remember previously learned material such as specifics, criteria, techniques, principles, and procedures ; ability to grasp and interpret the meaning of material; ability to use learned material in new and concrete situations; ability to break down material into its component parts so that its organizational structure can be understood; ability to recognize casual relationships, disseminate between behavior mechanisms, and identify elements that are relevant to the validation of a judgment; ability to put parts together to form a new whole or proposed set of operations; ability to relate ideas and formulate hypotheses; ability to judge the value of material for a given purpose on the basis of consistency, logical accuracy, and comparison to standards; ability to appraise judgments involved in the selection of a course of action; ability to identify choices and potential outcomes, determine importance of outcomes, combine information to prioritize options and make decision 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. Ability to perform the following physical activities: stooping, kneeling, crouching, reaching, standing, walking, pushing, pulling, lifting, grasping, feeling, talking, hearing, and repetitive motions.

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2. Ability to manipulate necessary office equipment, computer software and peripherals.
3. Must be able to work flexible hours including evenings, weekends and holidays.
4. Must be willing to do considerable travel, including overnight.
5. Work is classified as light with the requirements of exerting up to 20 lbs of force occasionally, and/or up to 10 lbs of force frequently and/or a negligible amount of force constantly to move objects. If the use of arm and/or leg controls requires exertion of forces greater than that for sedentary work and the worker sits most of the time, the job is rated for light work.

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. Performs duties in a well-ventilated, well-lighted and temperature-controlled office environment.
2. Noise level is minimal in daily work environment, but can be very loud during specific events such as concerts, sporting events, monster trucks, etc.

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.

I have read and understand this Job Description and confirm that I meet the minimum requirements and can perform the essential duties and responsibilities as listed herein.