

JOB DESCRIPTION

SALES & MARKETING MANAGER



Facility Name:	HOLLAND CIVIC CENTER PLACE
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JOB INFORMATION

Job Title:	Sales & Marketing Manager	Department:	Marketing
Reports To:	Executive Director	FLSA Status:	Exempt <input checked="" type="checkbox"/> Non-Exempt <input type="checkbox"/>
Prepared By:	John Siehl & Chris Hart	Date Prepared:	10/2022
Approved By:	Angela Bohlen	Date Approved:	10/13/2022

SUMMARY

Plan, coordinate, and execute sales activity and marketing functions. Establish and administer sales and marketing policies and programs to foster and promote venue patronage.

ESSENTIAL RESPONSIBILITIES include the following. Other duties as assigned.

1. Develop and execute comprehensive sales plans and programs, both short and long range, to support sales and revenue objectives of the facility. Support the creation of sales and marketing operation budget along with participating in annual venue budget development. Development of Business plans and Marketing plans and materials
2. Book/contract events that maximize venue usage and achieve revenue targets.
3. Aggressively seek new contacts and maintain working relationships with all civic and industry organizations, corporate promotional contacts and event and booking representatives. Serve as a liaison with outside agencies on ongoing promotional campaigns.
4. Strategically develop publicity campaigns to create local, regional, and national awareness. Creating community events; maximizing our facility to the community
5. Ticketmaster creative, marketing partners, budgeting, etc.
6. Marketing/Advertising events, Public Relations in the community.
7. Manage and update website content, create and execute social media content calendars.

OTHER DUTIES

1. Remain current on national industry and local market trends. Establish and maintain relationships with industry influencers, key community and strategic partners for maximum usage and exposure.
2. Research, analyze, and monitor financial, technological, and demographic factors to capitalize on market opportunities, both local and national, and minimize effects of competitors.
3. Develop financial impact studies for facility in the market
4. Create and implement sales plans and media placement for specific events as required.
5. Oversee development and production of promotion and collateral materials for the venue.
6. Establish and maintain a consistent corporate image throughout all promotional materials and events. Maintain clear lines of communication with corporate office
7. Research and develop new programming. Managing the data and customer survey information
8. Sponsorship development and implementation; including events, signage, etc.
9. Assists operations as needed. Supervise and participate in all sales functions of the building.

SUPERVISORY RESPONSIBILITIES

JOB DESCRIPTION

SALES & MARKETING MANAGER



Carry out supervisory responsibilities in accordance with the organizations policies and applicable laws. Responsibilities may include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; employee recognition and coaching, addressing complaints and resolving concerns.

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. Qualified applicants must be available to work primarily nights and weekends, and occasionally holidays.

EDUCATION and/or EXPERIENCE

1. Degree in Business Administration, Marketing, Communications, or any related field or Five (5) years of relevant work experience in a professional position with management responsibilities, or the equivalent of both.
2. Demonstrated advanced knowledge of sales practices including promotional and sales development and advertising; knowledge of organizational principals and project management.

CERTIFICATES, LICENSES, REGISTRATIONS

1. Certified Meeting Planner (CMP) and/or other similar professional designation preferred.

LANGUAGE SKILLS

1. Ability to read, analyze and interpret general business periodicals, professional journals, technical procedures, or government regulations.
2. Ability to speak and understand English.
3. Ability to read and interpret documents such as instructions, policies and procedures.
4. Ability to write routine reports.
5. Ability to deal effectively and courteously with the public.

MATHEMATICAL SKILLS

1. Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals.
2. Ability to calculate figures and amounts, interest, commission, proportions, and percentages and apply them to practical situations.

REASONING ABILITY/COGNITIVE SKILLS (includes but not limited to following)

1. 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

JOB DESCRIPTION

SALES & MARKETING MANAGER



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 position.

1. While performing the duties of this job, the employee is regularly required to talk or hear.
2. The employee frequently is required to sit and reach with hands or arms; stand; walk; sit; and use hands to finger, handle, or feel and climb or balance.
3. The employee is occasionally required to climb or balance and stoop, kneel, crouch, or crawl.
4. The employee must regularly 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.
6. Ability to work long shifts as needed based on events.

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 moving mechanical parts and risk of electrical shock.
2. The noise level in the work environment is usually moderate.

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.

Employee Signature:		Date:	
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