

JOB DESCRIPTION MARKETING MANAGER



Facility Name:	STEPHENS AUDITORIUM
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JOB INFORMATION

Job Title:	Marketing Manager	Department:	Marketing
Reports To:	Executive Director	FLSA Status:	Exempt x Non Exempt
Prepared By:	Tammy Koolbeck	Date Prepared:	December 2022
Approved By:	Tammy Koolbeck	Approved Date:	December 2022

SUMMARY

The Marketing Manager is responsible for planning media buying and placement, follow up and settlement for performances. This position works with minimum supervision and direction to initiate contact with promoters. The position also creates message strategies that enhance awareness, recognition and support in the community, regionally and nationally.

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

1. Strategize, maintain and execute media plans including budget tracking.
2. Negotiate paid and trade media placements to ensure the Center retains a dominant advertising presence.
3. Places media buys for events and set advertising timelines and gathers bills for settlement.
4. Establishes relationships with key personnel of the media, including newspapers, magazines, television and radio.
5. Markets and promotes Performing Arts Series at Stephens
6. Coordinates placement, follow up and settlements of event advertising.
7. Works to create advertisements for print, signage, direct mail, broadcast, etc.
8. Explores new media opportunities to diversify the Center's marketing mix.
9. Responsible for media during events.
10. Coordinates all forms of social media marketing, including but not limited to Facebook, YouTube, Twitter and Instagram.
11. Oversees email notification of events, discounts or pre-sales through Ticketmaster.
12. Maintains website weekly.
13. Maintains regular office hours.

SUPERVISORY RESPONSIBILITIES

This job may have supervisory responsibilities of staff and interns. This person carries out supervisory responsibilities in accordance with the organization's policies and applicable laws.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily as listed above. These requirements are representative of the knowledge, skill and/or ability required.

1. A demonstrated ability to follow directions and complete assigned tasks with a minimum of instruction and supervision.
2. Possess excellent verbal, written and interpersonal skills.
3. A basic knowledge of business management practices. Knowledge of procedures and requirements of the conference business to insure good relationships with clients and patrons.
4. Ability to compile and maintain records for payroll, personnel scheduling and event scheduling.

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5. Ability to exercise sound judgment and make proper decisions in handling incidents at all types of events.
6. Ability to work flexible schedules including evenings, weekends and holidays.

EDUCATION and/or EXPERIENCE

1. Bachelor's degree (BA) from four-year College or university in communications, marketing, advertising or related field.
2. Minimum of two years of related experience.
3. Ability to interpret and use demographic and marketing research information.
4. Experience working in a computer network environment utilizing Microsoft Office, database programs, web design, HTML, etc.
5. Experience with Adobe Creative Suite (Photoshop, InDesign) and other creative programs (Lightroom) a plus, as well as a willingness to assist other personnel with said programs.

CERTIFICATES, LICENSES, REGISTRATIONS

1. Employee must have a valid driver's license and reliable transportation to and from work.
2. Employees must maintain a working telephone number that can be accessed by supervisors' for work-related communication.

LANGUAGE SKILLS

1. Ability to read and interpret documents such as safety rules, operating and maintenance instructions and procedure manuals.
2. Ability to write professional procedures, reports and correspondence.
3. Ability to deal effectively and courteously with lessees, user groups, their representatives and the general public.
4. Ability to speak and understand English.

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 such as discounts, interest, commissions, proportions and percentages.
3. Ability to apply concepts of basic math on an Excel spreadsheet, calculator, ten key adding machine or cash register.

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, discriminate 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. 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 for extended periods of time.
3. The employee is occasionally required to stoop, kneel, crouch or crawl.

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4. The employee must occasionally lift and/or move up to 25 pounds.
5. Specific vision abilities required by this job include close vision, color vision and ability to adjust focus.
6. The employee must be able to work long hours on event days when doing a photography shoot.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The work environment for this position will vary.

1. While performing the duties of this job, the employee may occasionally be exposed to moving mechanical parts, fumes and/or airborne particles.
2. The noise level in the work environment is usually moderate; however, during some events, can become quite loud.
3. Most of the time the work will be done at a desk but during photography shoots this work will vary in location from venue to venue.

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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