

JOB DESCRIPTION

SALES AND EVENT MANAGER



Facility Name:	CAPITAL REGION MU HEALTH CARE AMPHITHEATER
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JOB INFORMATION

Job Title:	Sales and Event Manager	Department:	Administration
Reports To:	Executive Director	FLSA Status:	Exempt <input checked="" type="checkbox"/> Non Exempt <input type="checkbox"/>
Prepared By:	Lynn Cannon	Date Prepared:	9-14-2021
Approved BY:	Lynn Cannon		

SUMMARY

Manages, coordinates and executes sales efforts for the amphitheater including box suite sales, sponsorship, signage, event sponsorships, premium seating, and other general sales functions. Hires, manages and trains event staff including ticket takers, ushers and box office personnel.

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

1. Directly or indirectly sells venue advertising, signage, sponsorship packages, box suites and premium seating, club memberships and other revenue producing assets.
2. Assists in the development and coordination of premium food and beverage functions with the food and beverage department as it pertains to the box suite and/or premium seating areas and events.
3. Manages the box suite accounts regarding additional tickets, catering, special requests and updating the account holder when new events are announced.
4. Adheres to the sales departmental budget as established by the Executive Director.
5. Strives to achieve annual sales departmental goals and objectives.
6. Recruits, hires and trains front of house staff including ticket takers, ushers, box office, parking, security, food and beverage, stagehand and operations personnel. Primary event responsibility for event staff and box office.
7. Customer Focus: Dedicated to meeting and/or exceeding the expectations and requirements of internal and external customers and building relationships within the community.
8. Requires work in excess of 40 hours per week and the ability to work flexible hours, including evenings, weekends and holidays as event schedule demands.

OTHER RESPONSIBILITIES

9. Gathers, records and compares premium seating event attendance monthly, quarterly and year-to-date. Follows up with clients whose tickets are not being utilized.
10. Forecasts premium event attendance and economic impact to assist with the development the annual budget.
11. Attendance during regularly scheduled hours, position may include nights and weekends.
12. Plans and monitors special events and gifts regarding box suite and premium seat holders.
13. Serves as a liaison with other event staff affecting the box suite area, including security, maintenance, event services, food and beverage, and operations.
14. Attends training seminars and conferences when offered.
15. Other duties as assigned.

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,

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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 sales/marketing/communications or related field.
2. A minimum of three to five years previous experience. Knowledge of sales development, event management and customer relations.
3. Demonstrated knowledge of amphitheater 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 staff, 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, 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. Ability to perform the following physical activities: stooping, kneeling, crouching, reaching, standing, walking, pushing, pulling, lifting, grasping, feeling, talking, hearing, and repetitive motions.
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

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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.
3. Events will be held in the outdoors, so exposure to all types of weather conditions and extremes thereof can be expected.

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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