

JOB DESCRIPTION

SALES & MARKETING MANAGER



Facility Name:	PADUCAH MCCRACKEN CO CONVENTION AND EXPO CENTER
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JOB INFORMATION

Job Title:	Sales & Marketing Manager	Department:	Administration
Reports To:	Executive Director	FLSA Status:	Exempt <input checked="" type="checkbox"/> Non-Exempt <input type="checkbox"/>
Prepared By:	Michelle Campbell	Date Prepared:	12.11.23
Approved By:		Date Approved:	

SUMMARY

Directs and manages all aspects of marketing and sales for the facility. This includes design and ordering of all promotional and print material, media buying, ticket sales, public relations, event sponsorships and development, public speaking, signage sales, premium experience sales, sponsorship packages and other general marketing functions. Provides outstanding customer service to facility user's and patron's, requiring evening and weekend work as event schedule demands.

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

1. Directs public relations and advertising for events.
2. Supervises or directly prepares all event marketing/advertising plans and budgets for specific events (primarily ticketed events, and institutional advertising designed to promote the Center in general.
3. Directly responsible for all specific advertising/marketing planning and implementation of facility promoted events including but not limited to all social media, radio, television, newspaper, "street level" advertising, and other advertising locally.
4. Supervise all marketing collateral materials.
5. Establish positive relationships with all media.
6. Manage website development and all social media programs including but not limited to Facebook, Twitter, Instagram, You Tube, et al.
7. Promotes and sells venue advertising, signage, sponsorship packages, premium experiences and specialty seating.
8. Supervises or directly solicits sponsorships for specific events, facility naming rights, facility signage, and other revenue producing areas.
9. Oversees artwork and design for signage.
10. Creates and maintains marketing budget per fiscal year.
11. Establishes yearly marketing goals and objectives.

OTHER RESPONSIBILITIES

12. Event research as requested by Executive Director.
13. Oversee Ticket Office sales strategy including targeting groups and corporate ticket sales.
14. Attends and contributes at weekly staff meetings.
15. Attendance during regularly scheduled hours, position may include nights and weekends based on event needs.
16. Plans and monitors special events and gifts regarding sponsor and artists.
17. Assists in the development and coordination of premium food and beverage functions with the food and beverage department as it pertains to Premium Experiences.
18. Attends training seminars and conferences.

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SUPERVISORY RESPONSIBILITIES

Directly supervises both full and part time employees in the Marketing, and Sales Department. Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

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.

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 sales and marketing experience in theater, arena or similar facility. 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 Microsoft Office Suite, Adobe Design Suite, Ticketmaster and website software.

CERTIFICATES, LICENSES, REGISTRATIONS

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

LANGUAGE SKILLS

1. Ability to read, analyzes, and interprets 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.
5. Ability to communicate via social media including, but not limited to Facebook, Twitter, etc.

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.

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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 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.

Employee Signature:		Date:	
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