

JOB DESCRIPTION

Director of Sales & Marketing



Facility Name:	VENUWORKS OF CEDAR RAPIDS, L.L.C.
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JOB INFORMATION

Job Title:	Director of Sales & Marketing	Department:	Marketing
Reports To:	Sharon Cummins	FLSA Status:	Exempt <input checked="" type="checkbox"/> Non Exempt <input type="checkbox"/>
Prepared By:	Sharon Cummins	Date Prepared:	January 26, 2017
Approved By:	Sharon Cummins	Approved Date:	January 27, 2017

SUMMARY

This position oversees the public relations, marketing and sponsorship activities for The U.S. Cellular Center Arena, Paramount Theatre, McGrath Amphitheatre and the Cedar Rapids Ice Arena including event marketing and national publicity campaigns, sponsorships, advertising and interactive marketing.

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

1. Create and supervise marketing plans for each event and coordinate publicity for events and facilities. Services include competitive media buying, design services, creative promotions development and coordination with venue staff, promoters, and community partners. Monitor ticket sales reports and prioritize marketing efforts to maximize ticket sales for events using all assets available.
2. Create and develop venue assets including website updates, digital images, printed materials, and other forms of promotion as needed.
3. Direct the public relations image of the facility through writing press releases, maintaining website and social media copy, creating e-blasts. Communicate regularly with clients, sponsors, customers, local media, and venue staff.
4. Work with sponsorship staff to develop initiatives to increase sponsorship revenues.
5. Recognize opportunities to receive publicity from building operations, activities, awards/honors, etc. and share with local, regional or national media and VenuWorks Corporate.

OTHER RESPONSIBILITIES

1. Operate the department with a conscious commitment to maximum exposure for the facility and its events, through the most effective means possible.
2. Maintain excellent communication with sales, box office and booking staff.
3. Act as a creative director with internal staff to develop marketing collateral as needed.
4. Coordinate on-site marketing events including advancing show details, escorting media, contest winners, sponsors, and managing various event promotions and meet and greets.
5. Annually produce collateral such as marketing plan, year-end recap, video and client parties, etc. as requested.
6. Responsible for maintaining cutting-edge status on new ideas or technologies related to website, mobile apps, social media, advertising/media opportunities, promotional items
7. Maintain brand standards of logo and name when used by outside parties in partnerships or sponsorships.
8. Aggressively seek new contacts and maintains working relationships with all media representatives, civic and industry organizations, corporate promotional contacts, and event and booking representatives.

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9. Remains current on national trends in the industry and local market changes that affect the facility.
10. Create and compile post-event reports for show settlement including invoices, tear sheets, patron feedback and other related materials.
11. Provide answers to customer service inquiries to customers, clients, and sponsors about the facilities through the website, social media, and other communication methods.
12. Other duties as assigned.

SUPERVISORY RESPONSIBILITIES

Directly supervises the Sales and Sponsorship Manager and Marketing Coordinator. Carries out supervisory responsibilities in accordance with VenuWorks policies and applicable laws. Responsible for interviewing, hiring and training employees; planning, assigning and directing work; appraising performance, rewarding, disciplining in accordance with Human Resources, addressing complaints and resolving problem.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each of the essential duties satisfactorily. The requirements listed are representative of the knowledge, skills, and/or abilities required. A demonstrated ability to follow directions and complete assigned tasks with a minimum amount of instruction and supervision is essential. Ability to organize work flow and meet established deadlines. Work hours and schedule are generally Monday – Friday 9:00am to 5:00pm but can vary, and may include holidays, evenings and weekends. This position requires skill in meeting and/or exceeding the expectations, being articulate with well-developed communication skills and personal poise. This position requires excellent teamwork skills, working cooperatively with others in the accomplishment of joint tasks and common objectives. Contributes to a positive work environment, fosters collaboration and provides a tangible contribution.

EDUCATION and/or EXPERIENCE

1. Bachelor Degree from four-year college or university in marketing, graphic design, communications, or public relations; or one to two years related experience and/or training in any aforementioned field; or equivalent combination of education and experience.
2. Experience in graphic design through Adobe Creative Suite programs, such as Photoshop, or other equivalent design programs.

CERTIFICATES, LICENSES, REGISTRATIONS

Applicant must possess current, valid driver's license and a current working telephone with a number that can be accessed by building management personnel for business contact purposes. Must have excellent computer skills, including experience with the Microsoft Office programs, such as Word, Excel, and PowerPoint.

LANGUAGE SKILLS

Ability to read, analyze and interpret instructions, general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public. Ability to engage in public speaking.

MATHEMATICAL SKILLS

Ability to add, subtract, multiple and divide in simple and complex equations. Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages.

COGNITIVE SKILLS/REASONING ABILITY

1. Ability to recognize casual relationships, discriminate between behavior mechanisms, and identify elements that are relevant to the validation of a judgment.
2. Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form.

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3. Ability to remember previously learned material such as specifics, criteria, techniques, principles and procedures, grasp and interpret the meaning of the material and use learned material in new and concrete situations.
4. Ability to break down material into its component parts so that its organizational structure can be understood.
5. Ability to judge the value of material for a given purpose on the basis of consistency, logical accuracy, and comparison to standards.
6. Ability to put parts together to form a new whole or proposed set of operations.
7. Ability to relate ideas and formulate hypotheses.
8. Ability to appraise judgments involved in the selection of a course of action.
9. 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.
10. Ability to solve complex problems with sensitivity and diplomacy, while displaying decisive executive leadership.
11. Ability to maintain a calm, composed presence in an often fast-paced environment where multiple tasks, events and stimulus may occur simultaneously.

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 reach with hands and arms and talk or hear.
2. The employee frequently is required to stand; walk; sit; and use hands to finger, handle, or feel.
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. The employee must be able to travel distances on foot quickly to attend to a variety of needs while on site at the venues.

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.

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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