

Job Title: Marketing & Booking Coordinator

Location: Cadence Bank Center

Reports To: Jennifer Weir

Job Type: Full-Time

Job Summary:

The Marketing & Booking Coordinator is responsible for promoting events, assist with venue bookings, and enhancing ticket sales at the Cadence Bank Center. This role requires a blend of venue booking management, social media marketing, graphic design, and box office operations. The ideal candidate is a proactive, organized professional with a passion for the events industry.

Key Responsibilities:

Venue Booking:

- Assist with all venue bookings—from initial inquiry to event execution.
- Maintain relationships with event organizers, promoters, and partners to ensure repeat business and customer satisfaction.
- Develop and manage the venue calendar to optimize event scheduling and revenue generation.
- Prepare proposals, contracts, and negotiate terms with clients.
- Conduct site tours and provide detailed information to prospective clients.

Marketing & Social Media:

- Create and implement marketing strategies to promote venue spaces and upcoming events.
- Manage social media accounts and develop engaging content to increase visibility and engagement.
- Collaborate with event organizers to create co-branded promotional materials and campaigns.
- Design marketing collateral including brochures, digital ads, and posters to support sales and marketing initiatives.
- Track and analyze marketing performance metrics to refine strategies and maximize impact.
- **Graphic Design:**
- Design visually appealing graphics and promotional materials for both digital and print media.
- Ensure all marketing content aligns with brand standards and enhances the venue's image.
- Work closely with external vendors for printing and production when necessary.

Box Office Operations:

- Support box office operations including ticket sales, tracking, and reporting.
- Deliver excellent customer service, handling ticket inquiries and resolving issues efficiently.

- Collaborate with finance to reconcile sales and prepare financial reports.
- Other duties as assigned.

Qualifications & Experience:

- 3 to 5 years of experience in venue booking, marketing, or event management.
- Demonstrated success in managing venue bookings and growing event portfolios.
- Strong skills in social media marketing and knowledge of current digital marketing trends.
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign) or similar graphic design software.
- Familiarity with ticketing software (such as Ticketmaster, Eventbrite, or similar).
- Exceptional organizational skills with the ability to manage multiple events simultaneously.
- Excellent interpersonal and negotiation skills.

Preferred Skills:

- Experience in the events, entertainment, or hospitality industry.
- Knowledge of CRM tools and event management software.
- Basic understanding of SEO, email marketing, and analytics tools.

Benefits & Perks:

- Competitive salary based on experience.
- Comprehensive health, dental, retirement and vision insurance.
- Paid time off and holiday pay.
- Opportunities for growth and professional development.

If you're a dynamic marketing and booking professional with a passion for the events industry, we want to hear from you! Apply today to join our team and help us create memorable experiences.