

# JOB DESCRIPTION

## MARKETING & EVENT MANAGER



Facility Name:	<b>UNITED WIRELESS ARENA/THE BHCR CONFERENCE CENTER</b>
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### JOB INFORMATION

Job Title:	Marketing & Event Manager	Department:	Administration
Reports To:	Executive Director	FLSA Status:	Exempt <input checked="" type="checkbox"/> Non-Exempt <input type="checkbox"/>
Prepared By:	Amanda Nufer	Date Prepared:	10/31/24
Approved By:	Angela Bohlen	Approved Date:	11/04/2024

### SUMMARY

At the direction of the Executive Director and Director of Event Services, the Marketing & Event Manager shall manage event information by planning, booking and organizing events within the facility. The manager also assists in all media buying and placement, follow up and settlement for all performances. This position works with minimum supervision and direction to initiate contact and act as a liaison with clients. Also, responsible for promoting goodwill in the community and enhancing the image of the facility through media releases and promotions and attending assigned community meetings.

The manager will give great attention to detail, coordinating multiple tasks and events while maintaining high standards of customer service.

This position will occasionally require more than a normal 40-hour work week. Must have the ability to work flexible hours, including evenings, weekends and holidays. This individual will perform responsibilities as required as dictated by schedule of events for the building.

**EVENT ESSENTIAL DUTIES** include the following. Other duties may be assigned.

1. Acts as the direct on-site supervisor and direct contact for clients during their event.
2. Prepare contracts for Arena and Conference Center events
3. Maintain all event-related documents including but not limited to contracts, event sheets, banquet event orders, appropriate communication in conjunction with events, and event settlement documents.
4. Gather accurate event information and ensure that event setups are accurate for all events
5. Review and implement policies and procedures for Event Services and make recommendations to the Executive Director and Director of Event Services for modifications as may become appropriate.
6. Maintain on-going relationships and communication with tenants, user groups, and volunteers
7. Help supervise the performance of the Event Services part-time staff and volunteers.

**MARKETING ESSENTIAL DUTIES** include the following. Other duties may be assigned.

1. Assists in the direction of public relations and advertising for events.
2. Assists in strategy, maintenance and execution of media plans including budget tracking.
3. Negotiate paid and trade media placements to ensure the Center retains a dominant advertising presence, as directed.
4. Places media buys for events and set advertising timelines and gathers bills for settlement, as directed.
5. Establish relationships with key personnel of the media, including newspapers, magazines, television and radio.
6. Manage website development and all social media programs including but not limited to Facebook, Twitter, Instagram, You Tube, et al.
7. Knowledge of graphic design programs (Adobe suite) and willingness to develop these skills.

# **JOB DESCRIPTION**

## **MARKETING & EVENT MANAGER**



8. Assist with sales and sponsorship advertisements.
9. Maintain regular email to subscribers with a monthly newsletter and updates as needed. Work to grow subscription base via email and social media.
10. Understand Daktronics' program to update ribbon board and LED boards in Arena.
11. Photograph and create videos promoting events for public goodwill and boosting events.
12. Understand targeted marketing principles and search engine optimization (SEO) for events.

### **OTHER DUTIES**

1. Point of contact for client upon arrival through the entire event.
2. Monitor scheduling system for upcoming events and room inventory to maximize room usage.
3. Participate in development of annual budgets; monitor and manage on-going event services expenses within budget.
4. In conjunction with other Managers, monitor and maintain facility compliance with ADA requirements, making appropriate recommendations for services and accommodations.
5. Coordinates placements, follow up, and settlements of event advertising.
6. Works to create advertisements for print, signage, direct mail, broadcast, etc.
7. Explores new media opportunities to diversify the Center's marketing mix.
8. Serves as liaison with Ticketmaster to efficiently promote events and shows.
9. Responsible for media during events.
10. Creates email notification of events, discounts or pre-sales through Ticketmaster.

### **SUPERVISORY RESPONSIBILITIES**

Directly supervises employees in the Event Services. Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include training employees and volunteers; planning, assigning, and directing work; appraising performance; rewarding employees; addressing complaints and resolving problems.

### **QUALIFICATIONS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

1. A basic knowledge of business management practices and procedures.
2. Ability to compile and maintain records for payroll, personnel scheduling, and event scheduling.
3. Knowledge of procedures and requirements of the conference business to ensure good relationships with clients and patrons.
4. Ability to exercise sound judgment and make proper decisions in handling incidents at all types of events.

### **EDUCATION and/or EXPERIENCE**

1. Bachelor's degree (B. A.) from four-year College or University in management, hospitality or business-related field is preferred.
2. Prefer a minimum of three (3) years' experience in hospitality/event management or related field.
3. Other combinations of experience and education that meet these requirements may be substituted.

### **CERTIFICATES, LICENSES, REGISTRATIONS**

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

### **LANGUAGE SKILLS** (at a minimum)

1. Ability to speak and understand English. Spanish is a plus.
2. Ability to read and interpret documents such as instructions, policies and procedures.
3. Ability to write routine reports, business correspondence, and procedure manuals.
4. Ability to deal effectively and courteously with the general public.
5. Ability to effectively present information and respond to questions from groups of managers, clients, and customers.

# JOB DESCRIPTION

## MARKETING & EVENT MANAGER



### 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.

### 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, talk or hear, and taste or smell.
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 and frequently lift and/or move up to 50 pounds.
5. Specific vision abilities required by this job include close vision, distance vision, color vision, and ability to adjust focus.

### WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

1. While performing the duties of this job, the employee is occasionally exposed to moving mechanical parts and the risk of electrical shock.
2. The noise level in the work environment is usually moderate.

### 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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