



Job Title: Special Events Marketing/Event Manager

Status: Exempt, Salaried

Base Salary: \$42,000-\$46,000 (+State Retirement 17.9% match)

Comp Package: \$56,000-\$64,000

Benefits Medical, Voluntary Dental & Vision for employee and dependents as per MCCC policies, State Employee Retirement Membership, Life Insurance, Vacation, Sick leave, Holidays as per MCCC personnel policies.

Position Overview:

The Special Events Marketing/ Event Manager position must be self-motivated, results driven, and have proven experience in hospitality sales. This position will work in the direction of coordinating and marketing special events, strategic marketing, website content management, social media management, and public relations. This position will also be responsible for advancing, planning, and executing all arena events and festivals. This position is solely responsible for the success of these events and directing all departments with critical event information.

Essential Duties and Responsibilities

Duties and Responsibilities may include, but are not limited to, the following:

- Communicate with promoters/clients to obtain necessary technical requirements for set up and other event related information.
- Oversee facility departments to ensure that the equipment and personnel provided meet the requirements of the event and the promoters/clients contractual agreement. Manage the preparation for upcoming events.
- Ensure all pertinent information is obtained, compiled in event files and distributed to proper entities.
- Establish and maintain effective working relationships with police, fire, EMS and other security personnel.

- Plan, organize, and direct various personnel and must possess a degree of skill in logistics to properly plan the details necessary to establish a safe and efficient environment.
- Maintain venue's website, digital marketing boards, social media platforms, and oversee all SEM and SEO initiatives.
- Oversee and coordinate all social media platforms and create promotions that build brand and event awareness.
- Manage and coordinate press related duties during events including TV coverage, photographers, interviews, etc.
- Provide media contacts for promoters of events and advise placement of media buys, promotion recommendations, coordinating billing and scheduling.
- Seek vendors to increase special event revenue. Manage special event vendors by approving vendor applications, accepting payment, assigning exhibit space, coordinating floor plan with appropriate departments, producing parking passes and vendor badges as needed, etc.
- Create and produce posters, flyers, and brochures for special events.
- Follow up with appropriate staff to ensure requests and correspondence are responded to on a timely basis; establish tracking/feedback system to ensure issues are recorded, addressed, and resolved.

Minimum Qualifications

Knowledge of:

- Venue Event Management at a high level.
- Marketing and computer graphic technology concepts and principles.
- Public Relations concepts and principles.
- Demonstrates a high level of teamwork. Has the ability to work through adversity and hold self and others accountable for work actions.
- Has a commitment to meet deadlines and works well under extreme pressure.
- Conform and adhere to Coliseum Commission policies and procedures.
- Strong organizational, communication skills, record keeping and filing systems

Ability to:

- Work a flexible work schedule including evenings, weekends and Holidays. Available on-call for business marketing needs outside of normal business hours.
- Demonstrate self-motivated work ethic and maintain loyal client relations.
- Maintain confidential information.
- Operate Microsoft Office applications & the ability to learn the following programs: OptiSigns, Adobe Premier Pro, Media Editor, Swish/Flash, and other graphic editing software.

Education, Training, and Experience

Any combination of education, training, and/or experience which demonstrates ability to perform the duties as described; coursework in business administration or a related field is desirable.

Experience

Three (3) years of increasing experience in Event Management and Event Marketing experience required.

Preferred experience in Graphic Design, High Level Customer Experience in Hospitality or Administration, Venue Marketing capacity, or any equivalent combination of education and experience.

Physical Requirements

He/She is required to walk, balance, or stand and occasionally stand for long periods of time.