

JOB DESCRIPTION

Booking Manager



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

Job Title:	Booking Manager	Department:	Administration
Reports To:	Executive Director	FLSA Status:	Exempt <input checked="" type="checkbox"/> Non Exempt <input type="checkbox"/>
Prepared By:	Michael Silva	Date Prepared:	February 4, 2025
Approved By:	Angela Bohlen	Approved Date:	February 4, 2025

SUMMARY

This position oversees the event booking activities for the Alliant Energy PowerHouse ArenaMcGrath Amphitheatre and the ImOn Ice Arena.

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

1. Build strong working relationships with outside concert promoters, booking agents and all artist representatives to maximize concert, sporting, community and special event bookings across all Cedar Rapids venues. Perform event booking sales calls defined as reaching out to promoter and agent contacts on a daily basis to discuss leads and review potential offers.
2. Maintain the booking calendar, prepare scaling's for offers, review promoter offers, create risk analysis, seek contract administrator approval through the appropriate formal processes, confirm announce and on-sale schedules for confirmed shows with department heads, and have total event oversight from on-sale to settlement for every event.
3. Respond to requests for proposals from community events and tournaments, CVB RFP's, and Doubletree bid responses.
4. Complete weekly and monthly event financial budgeting and forecasting as well as evaluate trending ticket sales for forecasting purposes.
5. Work closely with department heads in Operations, Ticket Office, Marketing and Finance to ensure the success of each individual event.

OTHER RESPONSIBILITIES

1. Maximize the booking of revenue-producing events in each facility using industry standard practices
2. Work with department heads to manage venue calendars ensuring maximum usage and profitability.
3. Understand venue/show budgets and create pro-formas and risk analyses which will guide programming decisions. Negotiate performance and rental agreements. Oversee associated contracts and financial settlements.
4. Nurture robust knowledge and solid understanding of all genres of music and theatre level entertainment. Gather research & compile insights to be used to guide programming decisions, including performance history, which can be shared with internal teams. Maintain knowledge of current industry and local market trends.
5. Work with finance department to ensure accurate budgets, forecasts and settlements.
6. Communicate and collaborate with production, operations and events teams (internal and external) from show confirmation to completion. Ensure that concerts are advanced properly, that contractual and event requirements are fulfilled within approved budgets and that all show elements are executed successfully.
7. Serve as key on-site representative during concerts to ensure that artists, artist teams and promoters needs are met. Be an advocate to create environments for the artist and touring personnel so that they feel welcome and comfortable while in our venues.

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8. Work with department heads to create and implement programming strategies including new self-promoted events and series concepts.
9. Submit bi-weekly sales reports to the Executive Director.
10. Other duties as assigned.

SUPERVISORY RESPONSIBILITIES

None.

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. 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.

Work hours and schedule are generally Monday – Friday 9:00am to 5:30pm but will vary with attendance during events and may include holidays, evenings and weekends.

EDUCATION and/or EXPERIENCE

1. Bachelor Degree from four-year college or university in business administration, marketing, communications, public assembly management or related.
2. A minimum of two years (2) experience in sales and financial analysis.
3. Other combinations of experience and education that meet these requirements may be substituted.

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, disseminate 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.
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.

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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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