

# JOB DESCRIPTION

## Marketing Manager



Facility Name:	<b>VENUWORKS OF CEDAR RAPIDS, L.L.C.</b>
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### JOB INFORMATION

Job Title:	Marketing Manager	Department:	Marketing
Reports To:	Director of Marketing	FLSA Status:	Exempt <input type="checkbox"/> Non-Exempt <input checked="" type="checkbox"/>
Prepared By:	Michael Silva	Date Prepared:	July 27, 2021
Approved By:	Angela Bohlen	Approved Date:	July 29, 2021

### SUMMARY

This position will be responsible for marketing and public relations activities for the VenuWorks of Cedar Rapids facilities including the Alliant Energy PowerHouse, Paramount Theatre, McGrath Amphitheatre, and the ImOn Ice Arena.

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

1. Event Marketing Plans: Create marketing ad plans for assigned events and coordinate publicity for events and facilities. Work directly with promoters, tours and event planners to create ad plans which include media buying, design services, and promotional development. Monitor ticket sales reports and reprioritize marketing efforts to maximize ticket sales for events using all assets available.
2. Media Partners and Rate Negotiation: Establish strong working relationships with media partners to ensure that the venue's events are receiving the best rates, deal points and promotions and maximizing the value the venue receives for the significant amount of money spent on advertising each year.
3. Stake Holder Relations: Develop good working-relationships with internal and external stake holders. Regularly communicate event details throughout run of campaign and coordinate with venue staff, promoters, and community partners.
4. On-Site Work: Coordinate on-site marketing responsibilities including advancing show details, escorting media, contest winners, sponsors, and managing various event promotions.
5. Post-Event: Create and compile post-event reports for show settlement, including invoices, tears sheets, patron feedback and other related materials.

### OTHER RESPONSIBILITIES

1. Continually monitor and evaluate strategies and tactics for each individual event. Adjust plans as needed to maximize resources in order to sell more event tickets.
2. Receive direction and assignments from marketing director. Communicate regularly about the status of event marketing and relevant event details. Reprioritize tasks as needed.
3. Contribute to the creation of an annual marketing plan, year-end recap, sponsorship reports, and other reports and materials.
4. Recognize opportunities to receive publicity from building operations, activities, awards/honors, etc. and share with local, regional or national media and VenuWorks Corporate. Coordinate with marketing director as opportunities arise.
5. Maintain brand standards of logo and name when used by outside partners.
6. Remain current on national trends in the industry and local market changes that affect the events. Responsible for maintaining cutting-edge status on new ideas or technologies related to website, mobile apps, social media, advertising/media opportunities, and promotional items.
7. Provide answers to customer service inquiries about events and the facilities through the website, social media, and other communication methods.

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8. Assist marketing director, as needed. Provide back-up for marketing director or marketing coordinator, as needed.
9. Attend and work events after traditional business hours, as needed.
10. Other duties as assigned.

### **SUPERVISORY RESPONSIBILITIES**

Carries out supervisory responsibilities in accordance with VenuWorks policies and applicable laws.

### **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 5:30pm but will vary according to event schedules and the needs of the department, and may include holidays, evenings and weekends. Attendance at large events in order to guarantee efficient and quality operations will be required.

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 and InDesign, 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, 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.

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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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