

JOB DESCRIPTION

Sales & Sponsorship Manager



Facility Name:	VENUWORKS OF CEDAR RAPIDS, LLC
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JOB INFORMATION

Job Title:	Sales & Sponsorship Manager	Department:	Marketing
Reports To:	Executive Director	FLSA Status:	Exempt <input checked="" type="checkbox"/> Non Exempt <input type="checkbox"/>
Prepared By:	Michael Silva Updated by Sean Meloy	Date Prepared:	March 8, 2020 Updated April 2, 2024
Approved By:	Angela Bohlen	Approved Date:	April 15, 2024

SUMMARY

This position is responsible for planning, selling and administering sponsorship and signage programs and to foster community partnerships at the Alliant Energy PowerHouse, Paramount Theatre, ImOn Ice Arena, and McGrath Amphitheatre.

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

1. Responsible for sponsorship development through cold calls, presentations and meeting with small and large business owners. Inventory being sold to include billboard and digital signage, loge box and suite rentals, group ticket packages, banners, flags and kiosks, in-ice and dasher board ads, promotional "in-event" packages, unique customer concourse experiences, and in-kind trades for services and materials.
2. Use local contacts and research to generate leads and develop a message with new clients. Negotiate deals and customize pitches for each client.
3. Design and develop sales materials and presentations including, but not limited to, proposals and event/year-end wrap up reports.
4. Manage each account to ensure fulfillment is meeting sponsor's expectations including meeting with sponsor on a regular or annual basis.
5. Meet and exceed any sales goals established by the Executive Director.

OTHER RESPONSIBILITIES

1. Work independently with little supervision establishing an ongoing and aggressive sales calls schedule.
2. Identify existing and new inventory items in each venue and prepare collateral materials to showcase sponsorship opportunities to existing and new clients.
3. Track contract end dates and start working on contract renewals well in advance of expiration.
4. Keep detailed records of all client prospecting and display effective identification of prospects and follow up.
5. Provide weekly sales reports and revenue forecasting to Director.
6. Provide venue tours to aid in obtaining new business and developing new relationships.
7. Prepare contract agreements and request for invoices.
8. Responsible for all correspondence with premium seating clients and sponsors including event updates and ticket distribution.
9. Take the lead as assigned by the Director for self-promoted events as a vehicle for selling sponsorships and group sales.
10. Work collaboratively with the other VenuWorks staff to generate the best outcomes for clients.
11. Participates in community networking activities representing VenuWorks of Cedar Rapids.
12. Maintains a professional appearance and demeanor within the community as a representative of VenuWorks of Cedar Rapids.

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13. 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. Work hours and schedule are generally Monday – Friday 9:00am to 5:00pm but can vary, and may include holidays, evenings and weekends. 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 business administration, marketing, communications, public assembly management or related.
2. A minimum of five years (5) experience in business to business sales a related position.
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 and proficiency with Microsoft Office suite including Word, Excel, Outlook and Power Point.

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, discriminate 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.
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.

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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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