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| Facility  Name: | **Grossinger motors arena** |

**JOB INFORMATION**

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| Job  Title: | Director of Programming & Marketing | Department: | Administration |
| Reports  To: | Executive Director | FLSA  Status: | Exempt  Non Exempt |
| Prepared  By: | Lynn Cannon | Date  Prepared: | 2/24/18 |
| Approved  By: |  | Approved  Date: |  |

**SUMMARY**

Directs and manages all aspects of programming, marketing and sales for the facility. This includes inbound and outbound communication with promoters and agents to book shows, initiating event contracts, event calendar management, design and ordering of all promotional and print material, media buying, public relations, event sponsorships and development, oversight of signage sales, suite sales, sponsorship packages and other general marketing functions.

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

1. Attends and contributes at weekly senior staff meetings.
2. Develops marketing plans for both specific events and the building as a whole.
3. Complete performance appraisals for direct reports and make salary recommendations.
4. Initiate and oversee programming for facility, including contracting for concerts, conventions and events, receptions and exhibitions.
5. Creates and maintains marketing budget per fiscal year.
6. Establishes yearly marketing goals and objectives.
7. Gathers, records and compares event attendance monthly, quarterly and year-to-date.
8. Summarizes monthly attendance, events and economic impact for City.
9. Forecasts event attendance and economic impact to develop the annual budget.
10. Directs public relations and advertising for events.
11. Supervise all marketing collateral material.
12. Manage website development.
13. Oversees the promotion and sales of venue advertising, signage, sponsorship packages, suites and specialty seating.
14. Oversees artwork and design for signage.
15. Monitors special events and gifts regarding suite and seat holders.
16. Assists in the development and coordination of premium food and beverage functions with the food and beverage department as it pertains to the suite level.
17. Attends training seminars and conferences.

**SUPERVISORY RESPONSIBILITIES**

Directly supervises both full and part time employees in the Sales, Event and Marketing Departments. Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

**QUALIFICATIONS**

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

**EDUCATION and/or EXPERIENCE**

1. Four-year degree in marketing/communications or related field.
2. A minimum of three to five years previous experience. Knowledge of public and media relations, media buying, promotional and sales development and advertising.
3. Demonstrated knowledge of event center practices including ability to follow instructions.
4. Knowledge of Excel and word processing programs.

**CERTIFICATES, LICENSES, REGISTRATIONS**

1. Applicant must possess current, valid driver’s license and a current working home telephone with a number that can be accessed by building management personnel for business contact purposes.

**LANGUAGE SKILLS**

1. Ability to read, analyzes, and interprets general business periodicals, professional journals, technical procedures, or governmental regulations.
2. Ability to write reports, business correspondence, and procedure manuals.
3. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.
4. Ability to speak and understand English.

**MATHEMATICAL SKILLS**

1. Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume.
2. Ability to add, subtract, multiple and divide in all units of measure, using whole numbers, common fractions and decimals.

**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, discriminate 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 job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Ability to perform the following physical activities: stooping, kneeling, crouching, reaching, standing, walking, pushing, pulling, lifting, grasping, feeling, talking, hearing, and repetitive motions.
2. Ability to manipulate necessary office equipment, computer software and peripherals.
3. Must be able to work flexible hours including evenings, weekends and holidays.
4. Must be willing to do considerable travel, including overnight.
5. Work is classified as light with the requirements of exerting up to 20 lbs of force occasionally, and/or up to 10 lbs of force frequently and/or a negligible amount of force constantly to move objects. If the use of arm and/or leg controls requires exertion of forces greater than that for sedentary work and the worker sits most of the time, the job is rated for light work.

**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.

1. Performs duties in a well-ventilated, well-lighted and temperature-controlled office environment.
2. Noise level is minimal.

**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.

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| Employee  Signature: |  |  | Date: |  |