

Director of Sales and Marketing Job Description

Essential Function:

- Assume management responsibility for all services and activities of the Sales and Marketing Division, including the scheduling and booking of all facility events; and the signage/sponsorship opportunities within the SCCC, vendor packages, sales materials, proposals, sales calls and contracts
- Manage and participate in the development and implementation of goals, objectives, policies, and priorities of all Sales and Marketing programs and activities
- Conduct business evaluations with sales managers and provide assistance with client calls and meetings as support as needed
- Work directly with OVG360 Corporate legal department on license agreement modifications and approvals
- Monitor and evaluate the efficiency and effectiveness of service delivery methods and procedures; assess and monitor workload, administrative and support systems, and internal reporting relationships; identify opportunities for improvement and review with the facility manager; implement improvements
- Select, train, motivate and evaluate all sales and marketing personnel; provide or coordinate staff training; work with employees to correct deficiencies; implement discipline and termination procedures
- Plan, direct, coordinate, and review the work plan for providing marketing, booking and sales services; meet with staff to identify and resolve problems; assign work activities, projects and programs; monitor work flow; review and evaluate work products, methods and procedures
- Participate in the development and administration of the annual budget; forecast of additional funds needed for staffing, equipment, materials, and supplies; direct the monitoring of and approve expenditures; direct and implement adjustments as necessary.
- Prepare written proposals; reevaluate potential business value of various events and clients; initiate contractual arrangement; finalize all booking arrangement; prepare contracts; negotiate rental and other rates as required.
- Conduct tours of facility for potential licensees; answer questions and provide information regarding facility capabilities.
- Direct and plan promotional projects and coordinate focused marketing programs; develop strategies for new markets and clients.
- Oversee the development of all facility advertising and marketing materials; analyze facility rental rates, schedules, and labor rates and modify as necessary.
- Participate on a variety of committees; attend and participate in professional group meetings; stay abreast of new trends and innovations in the field of sales and marketing.
- Oversee the scheduling and booking of all facility events; serve as a liaison with outside promoters, permittees, and presenters as well as other departments and divisions; negotiate and resolve significant and controversial issues.
- Provide responsible staff assistance to the facility General Manager as necessary; prepare and present staff reports and other related correspondence.
- Respond to and resolve difficult and sensitive inquiries and complaints.
- Interpret and apply administrative and departmental policies and procedures.
- Communicate clearly and concisely, both orally and in writing.

- Establish and maintain effective working relationships with those contracted in the course of work.
- Provide excellent customer service assistance to internal and external clients.
- Skilled in all customer service and administrative procedures established by the convention center.
- Skilled in public relations, oral and written communications, public speaking, contract negotiations, program planning, and auditing.
- Experience with modern and complex principles and practices of sales and marketing.
- Experience with supervision, training and performance evaluation.
- Familiarity with pertinent Federal, State, and local law codes and regulations.
- Ability to demonstrate supervisory and leadership skills and a thorough knowledge of convention planning and related activities.
- Advanced computer proficiency and Microsoft products knowledge, to include: Excel, Word and Outlook.
- Ability to identify potential problems and make plans for corrective action.
- Some travel as needed.

Qualifications:

- Four years of increasingly responsible sales and marketing experience for a major stadium, convention center, or performing arts facility including some supervisory responsibility
- A Bachelor's degree from an accredited college or university with major course works in Marketing, Business Administration, or a related field