

# JOB DESCRIPTION MARKETING MANAGER



Facility Name:	<b>VENUWORKS OF JOLIET, LLC</b>
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## JOB INFORMATION

Job Title:	Marketing Manager	Department:	Marketing
Reports To:	Valerie Devine	FLSA Status:	Exempt <input checked="" type="checkbox"/> Non-Exempt <input type="checkbox"/>
Prepared By:		Date Prepared:	
Approved By:	Angela Bohlen	Approved Date:	10/09/19

## SUMMARY

The Marketing Manager is responsible for planning all media buying and placement, follow up and settlement for all performances. This position works with minimum supervision and direction to initiate contact with promoters. Also responsible for promoting goodwill in the community and enhancing the image of the facility through media releases and promotions.

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

1. Strategize, maintain and execute media plans including budget tracking.
2. Negotiate paid and trade media placements to ensure the Center retains a dominant advertising presence.
3. Places all media buys for events and set advertising timelines and gathers bills for settlement.
4. Establishes relationships with key personnel of the media, including newspapers, magazines, television and radio.

## OTHER RESPONSIBILITIES

1. Coordinates placement, follow up and settlements of event advertising.
2. Works to create advertisements for print, signage, direct mail, broadcast, etc.
3. Explores new media opportunities to diversify the Center's marketing mix.
4. Serves as liaison with Ticketmaster to efficiently promote events and shows.
5. Responsible for media during events.
6. Coordinates all forms of social media marketing, including but not limited to Facebook and Twitter.
7. Creates email notification of events, discounts or pre-sales through Ticketmaster.
8. Maintains regular office hours.

## SUPERVISORY RESPONSIBILITIES

This job may have supervisory responsibilities of part-time help and interns.

## QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed above 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. A demonstrated ability to follow directions and complete assigned tasks with a minimum of instruction and supervision is essential. This position must possess excellent verbal, written and interpersonal skills.

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## **EDUCATION and/or EXPERIENCE**

1. Bachelor's degree (BA) from four-year College or university in communications, marketing, advertising or related field.
2. Minimum of two years of related experience
3. Experience and proficiency in all of the above essential duties and responsibilities.
4. Ability to interpret and use demographic and marketing research information.
5. Proficiency with Microsoft Word, Excel and database programs.

## **CERTIFICATES, LICENSES, REGISTRATIONS**

1. 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 contact purposes.

## **LANGUAGE SKILLS**

1. Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals.
2. Ability to write professional procedures, reports and correspondence.
3. Ability to deal effectively and courteously with lessees, user groups, their representatives and the general public.
4. Ability to speak and understand English.

## **MATHEMATICAL SKILLS**

1. Ability to add, subtract, multiply, 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, disseminate 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 of this position include the ability to climb, working standing and moving around. The applicant must also be able to work long hours on event days when doing a photography shoot.

## **WORK ENVIRONMENT**

The work environment for this position changes a lot. Most of the time the work will be done at a desk but during photography shoots this work will vary in location from venue to venue.

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## 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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