

# JOB DESCRIPTION

## DIRECTOR OF SALES and MARKETING



Facility Name:	<b>VENUWORKS OF CHESAPEAKE, LLC - CHESAPEAKE CONFERENCE CENTER</b>
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### JOB INFORMATION

Job Title:	Director of Sales & Marketing	Department:	Sales & Marketing
Reports To:	Executive Director	FLSA Status:	Full Time Salary/Exempt
Prepared By:	Deborah Malenda	Date Prepared:	8/25/2023
Approved By:	Angela Bohlen	Approved Date:	8/29/2023

### SUMMARY

The Director of Sales & Marketing plans and implements all sales, marketing, and event coordination under the direction of the Executive Director. Assists in the development of sales policies and marketing initiatives to foster and promote usage, patronage, and positive imaging for the Conference Center. The position assists in the planning and implementation of a comprehensive marketing plan for the facilities as set forth in the Annual Business and Marketing Plan. This position is responsible for assisting the Executive Director in creating and overseeing in-house VenuWorks created events, group sales, sponsorships, advertising, direct mail, development of weekly Eblasts through Constant Contact, creation of graphic designs in Canva, video marketing, social networking (Facebook, Twitter, etc.), website development and edits, public relations and communications, promotions, and publicity. This position will manage event information, coordinate event functions, and supervise patron services. Patron services will involve providing exceptional customer service to patrons attending a wide variety of events at the center. This position will coordinate with all departments to prepare the front of house for public use, ensuring that each patron has the best possible experience. This candidate will be solutions oriented, looking ahead to prevent issues, and present solutions as they arise. This position handles and coordinates special projects in administration, budgeting and capital expenditures and other duties as assigned by the Executive Director. Must be available to work a flexible schedule that often includes weekends, evenings, and a small number of holidays.

This position serves as a rotating Manager on Duty when designated.

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

1. Excellence in organizational management with the ability to coach staff, manage, and develop high-performance teams, set, and achieve strategic objectives and manage a budget. Creatively collaborate with Executive Director in developing special events that will attract mass audiences increasing overall attendance. Develop and deliver the "Wow" factor in every endeavor.
2. Work with Business Manager and the Executive Director to review, strategize and adjust venue sales pricing and marketing materials to stay competitive. Review party, special event and other venue sales options for appeal, pricing, and marketing.
3. Actively market and produce venue rental sales with monthly sales team goals. Direct, implement and supervise special events. Help to plan, budget, forecast, gain sponsorships and implement in-house created themed special events.
4. Engage in public relations and serve as the Centers' chief ambassador alongside the Executive Director to increase community awareness and attract attendees.
5. Develop and implement a communications and marketing plan.
6. Initiates sales calls and aggressively seek new contacts and maintain working relationships with all media representatives, civic and industry organizations, corporate promotional

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- contacts, and event booking representatives. Remain current of national trends in the industry and local market changes to best serve the Conference Center.
7. Develop and implement a communications and marketing plan.
  8. Coordinate media releases, public relations, and a weekly newsletter through Constant Contact.
  9. Establish, develop, and maintain positive collaborative relationships with community, City and Civic leaders, industry partners, current and potential customers, businesses, agencies, and other organizations.
  10. Attendance during regularly scheduled hours

### **Other Responsibilities**

11. Track all sales activity and updates in Ungerboeck/USI so that they are maintained in an accurate and timely manner (inquiry, tentative, contracted, attendance, room blocks, catering, etc.)
12. Ability to successfully interact with high-level sponsors, and other executive level contacts.
13. Researches the guidelines for meeting convention group incentives, research advertising costs, circulation, demographics, etc.
14. Willingness to work collaboratively with other venue staff, community partners, and diverse groups of people.
15. Public speaking experience and strong ability to communicate orally and in writing.
16. Passion, integrity, positive attitude, mission-driven, and self-directed.
17. Prepares bid proposals and presentations, verifies space reservations by letter and prepares contract points.
18. Attention to detail and excellent time-management skills.
19. Coordinates external sales blitzes, site visits, and private tours of the Conference Center and the City
20. Prepares weekly reports of sales and marketing activity including call logs and monthly reports that track and update lost business and business potential.
21. Researches and analyzes the competitive market and creates action strategies based on the research.
22. Manage the sales functions of the Conference Center – develops, evaluates and manages the annual meeting / convention travel and budget schedule.
23. Excellence in organizational management with the ability to coach staff, manage, and develop high-performance teams, set and achieve strategic objectives and manage a budget.
24. Maintain active membership status in appropriate professional; industry organizations (State Associations for Virginia and North Carolina) as well as regional groups.
25. Handling other projects and performing tasks as directed or assigned by the Executive Director.

### **SUPERVISORY RESPONSIBILITIES**

Directly supervises Sales & Marketing employees and volunteers; indirect supervision of operations and event staff when requested. Carry out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include training employees and volunteers; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

### **QUALIFICATIONS**

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To perform this job successfully, an individual must be able to perform each essential duty 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.

1. A basic knowledge of business management practices and procedures.
2. Requires skill in negotiating, closing, and signing business including lease contracts and service agreements. Requires an outgoing, articulate personality with well-developed communication skills and personal poise.
3. Proficiency of Microsoft Office Products including, Word, Excel, PowerPoint, Access and/or related booking computer software programs.
4. Ability to exercise sound judgment and make proper decisions in handling incidents at all types of events.
5. Ability to communicate in a clear and concise manner, both orally and in writing.
6. Ability to properly train all sales, event and marketing employees in handling crowds and the general public for the events scheduled at the facility.
7. Proven ability to deal in a professional and cordial manner with the public attending events.
8. Ability to plan, service and supervise a variety of events with the assistance and cooperation of other staff members.
9. Ability to anticipate equipment and other needs for individual events.

### **PROFESSIONAL EDUCATION and EXPERIENCE**

1. Bachelor's degree in communications, marketing, business, administration, or similar field, or five years of experience in similar position as a Director of Sales and Marketing.
2. Experience leading teams in sales, advertising, marketing, sponsorships, writing contracts & proposals, negotiating rentals, and booking events.
3. Experience working in a computer network environment utilizing Microsoft Word and Excel programs and booking software.
4. Knowledge of event production and operations including coordinating events with promoters, pre-event planning, organizing physical facility and staffing.

### **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 contact purposes.

### **LANGUAGE SKILLS**

1. Ability to read, analyze and interpret general business periodicals, professional journals, technical procedures, documents, and 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 public. Ability to engage in public speaking.
4. Ability to deal effectively and courteously with lessees, user groups, their representatives, and the general public.
5. 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.
2. Ability to compute rates and calculate figures such as proportions and percentages.

### **REASONING ABILITY**

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1. Ability to interpret a variety of technical instructions in mathematical or diagram form dealing with both abstract and concrete variables.
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. The ability to grasp and interpret the meaning of material, and the 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.
4. Ability to recognize casual relationships, discriminate between behavior mechanisms, and identify elements that are relevant to the validation of a judgment.
5. Ability to put parts together to form a new whole or proposed set of operations,
6. Ability to relate ideas and formulate hypotheses.
7. Ability to judge the value of material for a given purpose on the basis of consistency, logical accuracy, and comparison to standards.
8. Ability to appraise judgments involved in the selection of a course of action and the 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. While performing the duties of this job, the employee is regularly required to stand; reach with hands and arms; climb or balance; stoop, kneel, crouch, or crawl; and talk or hear.
2. The employee frequently is required to walk.
3. The employee is occasionally required to sit.
4. The employee must occasionally lift and/or move more up to 25 pounds.
5. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

### **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. While performing the duties of this job, the employee is occasionally exposed to moving mechanical parts and high, precarious places.
2. The employee is occasionally exposed to fumes or airborne particles, toxic or caustic chemicals, outside weather conditions, risk of electrical shock, and vibration.
3. The noise level in the work environment is usually moderate, but there will be cases where the noise level is loud to extremely loud.
4. This position requires evening and weekend work that may exceed 40 hours per week and the ability to work flexible hours, including evenings, weekends and holidays.

### **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:	
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