

JOB DESCRIPTION

Marketing & Event Manager



Facility Name:	VENUWORKS OF CEDAR RAPIDS, LLC
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JOB INFORMATION

Job Title:	Marketing & Event Manager	Department:	Cedar Rapids Ice Arena
Reports To:	Tonya Frost	FLSA Status:	Exempt <input checked="" type="checkbox"/> Non-Exempt <input type="checkbox"/>
Prepared By:	Michael Silva	Date Prepared:	December 19, 2018
Approved By:	Angela Wieck	Approved Date:	01/09/2019

SUMMARY

This position is responsible for the creation, marketing and management of community events at the Cedar Rapids Ice Arena. Community events may include the Learn to Skate Program, Birthday parties and other group programs, and other events to be determined or created. This includes working with promoters/clients and venue staff to effectively manage marketing and publicity for Ice Arena events and facilities including coordinating the facilities' social media accounts, website, event and facility promotions, and in-house advertising creative services.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Independently and proactively schedule, market, coordinate and execute house programs at the Cedar Rapids Ice Arena, including but not limited to the Learn to Skate house program, Group Events including Birthday Parties, and other house programs as assigned.
2. Maintain the Cedar Rapids Ice Arena website and social media accounts, following organizational marketing and brand standards.
3. Develop and create collateral materials to promote programs and events at the Cedar Rapids Ice Arena. Collateral materials include posters, website updates, digital images, social media content, and other forms of promotion as needed.
4. Responsible for writing press releases, website and social media copy, creating e-blasts. Communicates with clients, sponsors, customers, local media, and venue staff.
5. Assist the Director of Events as needed in supporting other house programs, supervising part-time staff at RoughRider hockey games and special events, and other duties as assigned.

OTHER RESPONSIBILITIES

1. Recognize opportunities to receive publicity from building operations, activities, awards/honors, etc. Work with VenuWorks of Cedar Rapids LLC marketing department to share with local, regional and national media outlets as well as VenuWorks corporate.
2. Maintain and program e-blasts through the Cedar Rapids Ice Arena database.
3. Utilize Cedar Rapids Ice Arena software including Max Galaxy and Ticketmaster to register guests and collect fees.

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4. Maintain brand standards of logo and name when used by outside parties in partnerships and sponsorships.
5. Provide answers to customer service inquiries to customers, clients and sponsor about the facilities through the website, social media and other communication methods.
6. Follow cash handling and appropriate recording practices for participant fees and ice rentals.
7. Remain current on national trends in the industry and local market changes that affect the facility. Responsible for maintaining cutting-edge status on new ideas or technologies related to website, mobile apps, social media and promotional items.
8. Maintains a high level of professionalism with an emphasis on customer service.
9. Contribute to the annual marketing plan, year-end recap, sponsorship reports, etc.
10. Work closely with part time coaches, instructors, referees, event staff and other game personnel to ensure effective communications and sufficient personnel to appropriately execute CRIA activities.
11. The venue operates with customer surge periods. Assist staff with skate rentals and retail operations as needed.
12. Perform other duties, functions and special projects as assigned by the Ice Arena General Manager, Executive Director and corporate staff of VenuWorks.
13. Other duties as assigned.

SUPERVISORY RESPONSIBILITIES

This job supervises part-time staff associated with programs. Carries out supervisory responsibilities in accordance with VenuWorks policies and applicable laws. Responsible for interviewing, hiring and training part-time employees; planning, assigning and directing work; appraising performance, rewarding, disciplining in accordance with Human Resources policies, addressing complaints and resolving problem.

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. 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.

Work hours and schedule will vary according to required attendance at planned events, and will include holidays, evenings and weekends as needed.

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's degree from a four-year college or university in business administration, marketing, communications, public relations or related field and two years of related experience; or equivalent combination of education and experience.
2. Experience working in a professional environment utilizing Microsoft Word and Excel
3. Experience with Photoshop, InDesign and/or Illustrator preferred.

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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, including experience with Word and Excel.

LANGUAGE SKILLS

Ability to read, analyze and interpret 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 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.
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 40 pounds

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- 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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