

CENTER MANAGER

DEFINITION

Under general direction, lead strategic and operational planning and oversee the day-to-day management for the operation of a successful, financially self-sustaining Alliant Energy Center responsive to community educational, recreational, business, entertainment and cultural needs; performs related work as required.

EXAMPLES OF DUTIES

Organizes and directs planning efforts through internal and external resources. Develops and oversees marketing and promotional activities including public - private partnerships and contracts with the City of Madison as well as with private entities including businesses and the Madison Convention and Visitor's Bureau. Administers the operation of the Alliant Energy Center, including the Coliseum, Exhibition Hall/Conference Center, Arena Building and related facilities. Ensures program, financial and operational policies are effectively established and implemented; prepares annual operating and capital budget; ensures preparation of a comprehensive annual maintenance plan; promotes and markets facilities; supervises personnel and assures county personnel and equal opportunity policies are implemented; manages finances to meet market goals and comply with county budget requirements; coordinates emergency services necessary to operate a safe facility; oversees all administrative and support services related to Center operations; directs negotiation of contracts for conventions, exhibit shows, concerts, banquets, and sports events; assures that financial records represent financial activity in accord with generally accepted accounting practices; continually seeks innovations to improve service, increase revenues and avoid taxpayer subsidy.

EMPLOYMENT STANDARDS

Education and Experience: Any combination of training and experience equivalent to bachelor's degree in business administration, recreational management or related field, and five years of high level management experience in areas such as public assembly facilities; marketing and promotion; business, agricultural, consumer trade shows or forums; public entertainment shows or convention/meeting management.

Knowledges and Abilities: Extensive knowledge and demonstrated ability of the principles, methods and practices of management related to the successful operation of a large multi-purpose public assembly facility; ability to negotiate effectively; ability to gain cooperation of local institutional and governmental agencies; ability to meet and work effectively with the general public, promoters, union representatives, employees and tenants; ability to organize, motivate and direct the work of others; ability to communicate effectively; ability to establish and maintain good working relations with other officials and the public.