

MARKETING MANAGER

DEFINITION

Under general direction of the Center Manager and in accordance with established policies, will provide immediate ongoing management of the Alliant Energy Center's marketing, sales, promotions and public relations functions; with the Center Manager, develop new events for the Alliant Energy Center; assist in the long range planning function for the provision of comprehensive and cost effective programming to meet community cultural, entertainment and convention needs; performs related work as required.

EXAMPLES OF DUTIES

Provides the immediate or day-to-day administration of the Center's marketing/sales and public relations/promotion functions under the County's established policies and procedures and as further directed by the Manager; assists the Manager in a lead capacity for the Center's public relations, promotion and marketing/sales programs including the content and design of advertising, promotional brochures, newsletters and news media releases; meets with potential/actual clients to identify their particular event needs and communicating same to applicable staff, observes events in progress for proper service delivery (events setups, etc.); contact and develop arrangements with potential clients, sponsors, advertisers for new events which the Alliant Energy Center will solely or co-promote; arrange all support services for these events, including physical arrangements, productions, sales, advertising and staffing needs; will communicate with the press on a regular basis in development of open links of communication in a pro-active approach.

EMPLOYMENT STANDARDS

Education and Experience: Any combination of training and experience equivalent to a bachelor's degree from an accredited college or university in recreation facilities management, business administration, journalism (public relations) or related field and two years experience involving marketing/sales, public relations/promotion, space rental/allocation, convention coordination with a multi-purpose public assembly facility.

Knowledge and Abilities: Knowledge of the marketing principles, methods and practices; knowledge of purchasing, pricing and financial records management; general ability to gain cooperation of local institutional and governmental agencies interested in exposition activities; ability to meet and work with the general public and with promoters and tenants to discuss programs persuasively, tactfully and effectively; ability to communicate effectively to establish and maintain good relations with other officials and the public.

Special Requirements: Must be available to work evenings, weekends and holidays as Center event programming dictates.