



POSITION ANNOUNCEMENT

Old National Events Plaza Evansville, IN

POSITION: **Director of Sales & Marketing**
DEPARTMENT: **Sales & Marketing**
REPORTS TO: **Assistant General Manager**
FLSA STATUS: **Salaried - Exempt**

ASM GLOBAL, the leader in privately managed public assembly facilities, has an immediate opening for a Director of Sales & Marketing at Old National Events Plaza in Evansville, IN. Under the Assistant General Manager's supervision, the Director of Sales & Marketing is responsible for identifying market opportunities, developing long and short-term marketing and sales strategies, implementing training programs for staff with the objective of attracting conventions, meetings, and events that both secure hotel room nights and generate revenue. The Director of Sales & Marketing may handle priority accounts for larger convention producers.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Include the following. Other duties may be assigned.

Sales Competencies

- Operates the department with a conscious commitment to maximum exposure for the facility and its events through the most efficient means possible.
- Ability to build and maintain strong, long lasting customer relationships.
- Builds, maintains and effectively manages a healthy sales pipeline through continued prospecting, internet research, telephone, written correspondence and personal contacts.
- Knowledge of travel industry, current market trends and economic factors.
- Works closely with the Evansville Convention & Visitors Bureau (ECVB) and may collaborate and travel with ECVB staff to industry meetings and sales calls.
- Remains current on trends in the convention industry and monitors local market changes to best serve the facility.
- Implements sales goals for sales & marketing staff and holds staff accountable.
- Oversees contract negotiations and ensures efficient allocation of meeting / exhibit space across sales staff.
- Partners with customers to understand their business needs and objectives.
- Identifies and implements sales & marketing goals and objectives.
- Prepares Annual Sales & Marketing Plan that will increase awareness and positive perception of the facility, its activities, services and personnel.
- Prepares statistics, sales reports, strategic sales plans, travel plan, sales forecasts and budget presentations for executive and corporate management as directed.
- Develops rates and group sales deployment strategies through review of competitive data, demand analysis and mix management.
- Prepares bid proposals, develops sales contracts and addendums and monitors compliance for assigned markets.
- Represents the facility at industry-related Trade Shows.
- Conducts site tours of Evansville as required; entertains clients as appropriate.

Marketing Competencies

- Directs the public relations image of the facility. Aggressively seeks new contacts and maintains working relationships with media, industry influencers and key community and strategic partners.
- Acts as facility spokesperson and liaison with the general public as needed.
- Develops and implements an advertising and publicity campaign to create regional and national awareness of the facility.
- Acts as the brand manager to ensure that all material and communication from Old National Events Plaza is consistent with branding efforts.
- Creates and/or supervises marketing plans for events when required, to include all available services: group sales, public relations, media placement, social media, community grassroots efforts, promotional development, non-profit opportunities, etc.
- Develops marketing materials and procedures for the department to function effectively as an in-house advertising agency.
- Performs detailed research and analytics, recommending marketing strategies in relation to destination marketing and entertainment marketing for both the convention center and theatre.
- Works cooperatively with the local hospitality and hotel community and other members of the city's visitor industry to enhance its position as a convention, meeting and entertainment venue.
- Responsible for all facility sponsorship and signage revenues.
- Responsible for the development and maintenance of facility website and social media platforms.
- Maintains cutting-edge status on new ideas or technologies related to websites, mobile apps, social media, advertising/media opportunities, promotional items, etc.
- Recognizes opportunities to receive publicity from building operations, activities, destination marketing initiatives, awards/honors, etc. and shares with local, regional or national media along with ASM Global.
- Assists in the planning and execution of promotional events and special projects.

SUPERVISORY RESPONSIBILITIES

- Directly supervises Assistant Sales & Marketing Director, Sales and Marketing Managers.
- Carries out supervisory responsibilities in accordance with ASM Global's policies and applicable laws.
- Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding positive performance; disciplining employees in conjunction with Human Resources; addressing complaints and resolving problems.
- Works with other Department Directors in updating the event planning guides and implementing efficient information flow between the clients, venue departments and outside contractors as applicable.

EDUCATION AND/OR EXPERIENCE

- Bachelor's degree from four-year college or university in Marketing, Journalism, Public Relations, Hospitality or related field preferred.
- Minimum 5 years of increasingly responsible sales and marketing experience within entertainment, destination marketing or with a marketing/advertising agency required.
- Minimum 3 years supervisory experience required.
- Other combinations of experience and education that meet these requirements may be substituted.

SKILLS AND ABILITIES

- Ability to effectively listen, communicate and perform diplomacy with internal and external customers and staff in all situations required.

- Advanced written and verbal skills, including strong proof-reading ability.
- Ability to prioritize multiple projects and meet deadlines.
- Strong analytical skills to determine quality of business and best suited opportunities for the venue.
- Ability to understand risk management limits within contractual terms.
- High level of energy and self-motivation to work effectively and enthusiastically with co-workers.
- Must be able to, “think outside of the box,” and seek innovative and creative methods to achieving goals.
- Professional presentation, appearance and work ethic.

COMPUTER SKILLS

- Advanced knowledge in Microsoft Office Suite required (Word, Excel, Outlook, etc.)
- Maintains and monitors the venue’s online booking calendar (eventbooking.com).
- Thorough understanding of popular social media platforms required (Facebook, Instagram, Twitter, Snapchat, TikTok, etc.)
- Photoshop and Illustrator design experience preferred.
- Website maintenance and basic HTML knowledge preferred.
- Customer Relationship Management (CRM) software program experience preferred.
- Ability to access, understand and accurately input information using a moderately complex computer system.

OTHER QUALIFICATIONS

- Ability to work with limited supervision and as a team member.
- Requires ability to work flexible and extended hours, including nights, weekends and holidays, in addition to normal business hours.
- Ability to travel to for business meetings, conferences, conventions and trade shows required.

PHYSICAL DEMANDS

- Ability to distinguish color for intricate design purposes.
- Must have the ability and be licensed to drive an automobile and must have reliable transportation
- While performing the duties of this job, the employee is regularly required to move around the facility; to stand for long hours during events; talk and hear.
- Ability to routinely sit, focusing on and operating a computer for over 60 minutes at a time.
- This position may require work inside or outside of the building, as needed by events.
- 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.

TO APPLY

Please go to www.oldnationaleventsplaza.com and apply through the link found on the About – Employment page. To be considered for any open position, you must complete the application process completely through the link provided. Applicants that need reasonable accommodations to complete the application process may contact Lauren Burch at 812-435-5770.

Lauren Burch, HR Designee/Finance Manager
 Old National Events Plaza
 715 Locust Street
 Evansville, IN 47708

812-435-5770

www.oldnationaleventsplaza.com

NO PHONE CALLS PLEASE.

ASM Global is an Equal Opportunity/Affirmative Action employer, and encourages Women, Minorities, Individuals with Disabilities, and protected Veterans to apply. VEVRAA Federal Contractor.

This job description portrays in general terms the type and level(s) of work performed and is not intended to be all-inclusive or to represent specific duties of any one incumbent. The knowledge, skills and abilities may be acquired through a combination of formal schooling, self-education, prior experience, or on-the-job training. The company reserves the rights to modify, supplement, delete, or augment the duties and responsibilities specified in the position description, in the company's sole and absolute discretion. Duties other than those expressly specified may be assigned from time to time.