

Northwest Arena

Title: Marketing/Events Coordinator

Reports To: Executive Director

Department: Administration

Status: Salaried Exempt, Eligible for Benefits

POSITION SUMMARY

The Marketing/Events Coordinator is a key management position reporting to the Executive Director. This position is responsible for external and internal communications, branding, public relations, community event planning and coordination, and marketing for the Northwest Arena (Arena). The Marketing/Events Coordinator utilizes their skills toward the key ongoing strategic objectives of ensuring excellent customer service, enhancing net revenue and continuously improving workflow and business operations.

PAY, HOURS & BENEFITS

This position is full-time, salaried exempt and primarily working Monday through Friday. Some nights and weekend hours will be required when certain events are held at the Arena. This is a benefit-eligible position offering:

- Paid holidays, vacation time and sick/personal days
- Eligibility for retirement plan after one year of employment
- Health, Dental and Life Insurance

DUTIES AND RESPONSIBILITIES

General

- Provide excellent customer service through positive relationships and rapport with all stakeholders and Arena users.
- Work with other management to ensure that budgets achieve overall budget targets and drive change where necessary to significantly enhance net revenue.
- Utilize good judgment at all times and maintain strict confidentiality in all corporate and proprietary matters.
- Work collaboratively with other Arena managers and key customer leaders on operational goals to enhance and improve the Arena.
- Utilize technology effectively and efficiently to improve productivity and customer outreach, communication and connectivity.

Technical

- Responsible for all internal and external communications.
- Responsible for Arena and community event planning and coordination.
- Works with Executive Director on public relations and to establish a working relationship with other attractors and the media.
- Responsible for the development of the Arena “brand”.

- Works with Executive Director to develop and implement future self-sustaining programming and/or events.
- Develop evaluations and assessment plans for current and future programming.
- Helps build and manage the Arena's social media profiles and presence.
- Provide oversight of Arena website.
- Assists with the coordination of all aspects of facility rentals, food and beverage, and day of event activities.
- Responds timely to formal program feedback and customer comments/ideas.
- Proactively evaluate program opportunities using national, regional and local market data.
- Assist with the development project where appropriate.
- Proactively identify capital needs for program development.
- Assess current and potential users of the Arena and regularly survey to understand their interests and needs.
- Design a marketing and communication plan to increase net revenue and overall facility utilization.
- Continuously identify opportunities for collaboration in the community and cross sell community events, attractions, and businesses.
- Performs other assignments and duties as requested.

EDUCATION AND EXPERIENCE REQUIREMENTS

Bachelor's degree in Marketing/Hospitality, or a related discipline, is preferred, A minimum of three years of experience or equivalent is required. Associate Degree in Marketing/Hospitality with 4-6 years of experience or equivalent may be considered.

SKILLS AND ABILITIES

- Impeccable integrity and character
- Strong attention to detail
- Excellent written and oral communication skills
- Ability to work independently and to prioritize work requests
- Demonstrated initiative
- Critical thinker
- Proven record of developing and executing marketing campaigns
- Knowledgeable in both traditional and non-traditional marketing
- Ability to build and manage content to attract qualified audience
- Experience in web management
- Knowledge of and ability to operate standard office software sufficient to manipulate data, draft reports and maintain records
- Excellent interpersonal skills required to exchange and/or convey information, receive and give direction and maintain effective working relationships