



Position Announcement: Marketing Coordinator

Stockton Arena, Bob Hope Theatre, and Oak Park Ice Arena Stockton, CA

POSITION: Marketing Coordinator
DEPARTMENT: Marketing
REPORTS TO: Director of Sales & Marketing
FLSA STATUS: Hourly

SMG, the leader in privately managed public assembly facilities has an excellent and immediate opening for a **Marketing Coordinator** at the Stockton Arena, Bob Hope Theatre, and Oak Park Ice Arena. The Marketing Coordinator is responsible for working with the Marketing Manager to create, execute and maintain marketing functions to maximize effectiveness and achieve ticket sales goals.

MAJOR RESPONSIBILITIES: other duties may be assigned

- ◆ Carry out specific marketing procedures related to events through advertising, public relations and group sales as requested by the Director of Sales and Marketing and Marketing Manager.
- ◆ Maintain a variety of files and records of information such as budget, sales and marketing reports, event files, expense records and other related documents.
- ◆ Create and manage outgoing e-mail blasts for both marketing and group sales databases.
- ◆ Manage social media presence for each venue.
- ◆ Manage and direct grassroots and viral efforts for all applicable events.
- ◆ Assist with the implementation of marketing programs and promotions.
- ◆ Maintain files within the Marketing Department (i.e. press clips, photos)
- ◆ Helps implement group sales efforts as determined on an event-by-event basis.
- ◆ Maintain customer satisfaction analysis, sales programs and service programs.
- ◆ Help coordinate development and activities of a Street Team to promote events
- ◆ Implement clerical duties of staff
- ◆ Other duties/responsibilities as assigned.

QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

- ◆ Bachelor's degree from four-year College or University in Marketing, Journalism, Public Relations, Communications or related field preferred.
- ◆ Minimum of 2 years' experience in Marketing, Public Relations or Sales in entertainment industry or related field or, equivalent combination of education and experience requirement.
- ◆ Exposure to and familiarity with similar facility environment.

Skills and Abilities

- ◆ Excellent written and verbal communication skills required
- ◆ Ability to prioritize multiple projects
- ◆ Basic understanding of demographics and media buying ability

Computer Skills

To perform this job successfully, an individual should have knowledge of database software, spreadsheet, graphics and word processing software.

Other Qualifications

Ability to work irregular hours in addition to normal business hours as needed to cover events. This includes nights and weekends.

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 job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical requirements include the ability to operate a keyboard and move around the facility. Must be able to hear and speak to use two-way radio and telephone.

TO APPLY:

This position offers a competitive salary and benefit package. Resumes must include salary requirements for consideration and may be sent to:

Celeste Tabarez
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SMG is an Equal Opportunity/Affirmative Action employer, and encourages Women, Minorities, Individuals with Disabilities, and protected Veterans to apply. VEVRRRA Federal Contractor.

Date Opened: 10/12/15

Closing Date: 10/19/15