

## The Robinson Grand Performing Arts Center

### Position Posting & Complete Job Description

**POSITION:** Sales & Marketing Manager

**FLSA Status:** Exempt

**Job Status:** Full-Time

**Work Schedule:** Variable (includes nights and weekends)

**Reports To:** Robinson Grand Performing Arts Center (RGPAC), Executive Director

**Amount of Travel Required:** 15%

**Positions Supervised:** Box Office, Guest Services

**Vendors Supervised:** All Vendors Related to the Positions Outlined Above

**Compensation:** Commensurate with Experience

**Benefits:** All fringe benefits afforded to City of Clarksburg employees (pension/retirement plan, health & life insurance, dental & vision insurance, vacation, and sick leave).

#### **APPLICATION DEADLINE:**

Interested applicants must submit a letter of interest and resume by regular mail, in-person, or via email *no later than 4pm Friday, May 25, 2018* to:

Clarksburg City Hall

Attn. Ryan Tolley – RGPAC Executive Director

222 West Main Street

Clarksburg, WV 26301

Email: [rtolley@cityofclarksburgwv.com](mailto:rtolley@cityofclarksburgwv.com)

#### **POSITION SUMMARY:**

The City of Clarksburg is accepting resumes for the position of “Sales & Marketing Manager” for the Robinson Grand Performing Arts Center. The Robinson Grand is a regional arts venue that will attract visitors from surrounding counties as well as bordering states. The City of Clarksburg has a population of approximately 16,200 and is located in North Central West Virginia.

Clarksburg is the county seat of Harrison County, which has a population of approximately 69,000. The city operates under a Council/Manager form of government and the position of Sales & Marketing Manager will report directly to the Executive Director of the RGPAC. The Executive Director reports to the City Manager.

In 2014 the City of Clarksburg purchased the historic Robinson Grand Theater, which had stood vacant for years, with the goal of sparking arts, culture, and economic activity in the region. Once completed, the Art Deco style venue will serve as a state-of-the-art hub for local, regional, and national performances, featuring concerts, movies, plays, recitals, events, banquets, and traveling art exhibits. With construction and renovations moving forward, the theater expects to hold its first events in August 2018.

The Sales & Marketing Manager is responsible for overseeing/leading the sales and marketing of the theater for all related events. This includes the box office and all guest service positions. This individual will market and produce sales revenue through three main outlets: self-produced events, co-produced events, and facility rentals. Ideal candidates will have experience with marketing live events on multiple platforms and selling tickets through online, phone, and in-person transactions. They will act as the main point of contact for theater rental clients throughout the sales and execution process, while working to ensure complete satisfaction of our patrons.

This individual should exhibit strong leadership and customer service characteristics. They should have a proven track record of adopting new software platforms and leading a team to train and utilize these systems. Event sales, marketing, and hospitality experience is highly preferred. Prior management experience is required. The successful applicant will be subject to complete a personal background check. This full-time position offers all fringe benefits afforded to city employees, including pension/retirement plan, health & life insurance, dental & vision insurance, vacation, and sick leave.

#### **ESSENTIAL FUNCTIONS:**

##### **Reasonable Accommodations Statement:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

##### **Essential Functions statement(s):**

###### **Organization**

- Exhibit impeccable organizational skills to communicate and work efficiently.
- Develop systems/procedures for ticketing, guest services, and facility rentals.
- Create weekly schedules for box office and guest service staff, while managing dynamic changes.
- Communicate with all clients in a timely, professional, and organized manner.

###### **Leadership**

- Assist the Executive Director in hiring and staff relations for employees and vendors relating to the theater's sales & marketing.
- Cultivate and lead a team part-time employees and volunteers to complete desired objectives.
- Immediately rectify any issues relating to the customer experience.

###### **Knowledge of Software & Hardware**

- Maintain comprehensive understanding of the theater's ticketing and CRM software.
- Ability to train staff and operate all box office systems for seamless execution.
- Stay up-to-date on industry trends and new technology/processes.
- Act as point-of-contact for hardware or software issues related to ticketing and CRM.

### **Marketing**

- Oversee event marketing to maximize ticket sales and other theater revenue.
- Manage the theater's web presence among various social media platforms.
- Coordinate ticketing releases and appropriate updates to all media platforms.

### **Financial**

- Work with Executive Director to identify, track, and project sales revenue.
- Assist in compiling yearly budget projections.
- Assign and manage box office and guest service schedules/staff hours.

## **POSITION QUALIFICATIONS:**

### **Competency Statement(s)**

- Accountability – Ability to accept responsibility for actions/decisions.
- Assertiveness – Ability to communicate in a way that is self-confident and supporting.
- Collaborative – Ability to identify, form, and maintain strong effective collaborations with a broad range of organizations and people.
- Communication – Can communicate effectively with others using spoken word or written communication (email, letters, etc.).
- Conceptual Thinking – Ability to understand a situation or problem, recognize and organize parts of the issue, frame ideas and courses of action for an ultimate solution.
- Customer Oriented – Desire to serve clients by focusing effort on meeting the client's needs, understanding their concerns, and seeking to build trust with them.
- Energetic – Constantly exhibits energy and stamina, even in challenging situations.
- Enthusiastic – Brings eagerness and a sense of excitement to the position.
- Judgement – Ability to form sound opinions or make decisions by evaluating available information.
- Leadership – Motivate and guide others to ensure performance in accordance with clear expectations and goals.
- Management – Ability to achieve a desired outcome by setting goals and priorities that deliver results.
- Team Building – Ability to help ensure that team members are invested and work together in achieving a common goal.
- Working Under Pressure – Ability to maintain composure throughout stressful situations. Must be able to effectively lead teams in this environment as well.

## **SKILLS & BACKGROUND:**

### **Education:**

- High school diploma or GED Equivalent is required.
- Bachelor's degree from a 4-year college or university is preferred.

**Experience:**

- At least 3+ years in a similar management position is required.
- Prior experience with leading teams of 5-10 is required.
- The applicant must have previous theater or live event sales/marketing experience.
- Hospitality experience is preferred.

**PHYSICAL DEMANDS:**

**Not Applicable:** Activity is not applicable to this position

**Occasionally:** Occupation requires this activity up to 33% of the time (0-2.5 hrs./day)

**Frequently:** Occupation requires this activity from 33%-60% of the time (2.5-5.5+ hrs./day)

**Constantly:** Occupation requires this activity more than 66% of the time (5.5+ hrs./day)

<b>Activity</b>	<b>Frequency</b>
Stand	Frequently
Walk	Frequently
Sit	Frequently
Handling	Frequently
Reach Outward	Occasionally
Reach Above Shoulder	Occasionally
Climb	Not Applicable
Crawl	Not Applicable
Squat or Kneel	Occasionally
Bend	Occasionally
<i>Lift/Carry</i>	
10 lbs. or Less	Occasionally
11-20 lbs.	Occasionally
21-50 lbs.	Not Applicable
51-100 lbs.	Not Applicable
Over 100 lbs.	Not Applicable
<i>Push/Pull</i>	
12 lbs. or Less	Occasionally
13-25 lbs.	Occasionally
26-40 lbs.	Not Applicable
41-100 lbs.	Not Applicable

**WORK ENVIRONMENT:**

90% - Indoors (Climate Controlled)

<10% - Outdoors

Anyone needing reasonable accommodations in applying for the position should contact the city's ADA Compliance Officer at (304) 624-1624. The City of Clarksburg is an equal Opportunity Employer. More information can be reviewed online at [www.TheRobinsonGrand.com](http://www.TheRobinsonGrand.com) and [www.CityOfClarksburgWV.com](http://www.CityOfClarksburgWV.com).