



**City of Rapid City
Civic Center Sales and Marketing Manager
Position Description**

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Job Title: Civic Center Sales and Marketing Manager
Department: Civic Center
Division: Administration
Reports To: Civic Center General Manager
FLSA Status: Exempt
Classification: Non-Union

Grade: 19
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Approved By: Brian Maliske
Approved Date: 03/01/10

SUMMARY

Promotes public awareness of the Rushmore Plaza Civic Center through events, presentations and materials to increase attendance at functions and awareness of the Rushmore Plaza Civic Center within the community and throughout the region.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Essential duties and responsibilities include the following; other duties may be assigned:

1. Develops, maintains and executes specific marketing plans to promote public awareness and positive public relations of the Rushmore Plaza Civic Center.
2. Develops, maintains, and executes facility promotional materials for local, regional, and national markets working closely with the advertising agency of record. Requires knowledge and use of marketing and graphics software programs.
3. Develops and sells advertiser and sponsorship packages, to create additional advertising opportunities and generate revenues for the facility.
4. Serves as an in-house advertising agent working on behalf of the building and event promoters, as requested.
5. Makes presentations to various organizations, promoting the Rushmore Plaza Civic Center and events.
6. Creates, maintains and evaluates marketing contacts for media, sponsors, promoters, and ticket buyers, as requested.
7. Identifies and solicits new or potential conventions, tradeshow and meetings.
8. Coordinates press credentials on an event-by-event basis.
9. Assists General Manager and Assistant General Manager in media relations.
10. Schedules and coordinates promotional activities relating to the Rushmore Plaza Civic Center and its events.
11. Prepares and distributes press releases for Rushmore Plaza Civic Center.
12. Participates in staffing events and Manager on Duty rotation.
13. Conducts tours for prospective conventions and tradeshow.
14. Assists on all electronic and social media and promotion to include but not limited to internet, web pages, facebook, and twitter.
15. Assists Guest Services and Premium Seating Manager with clients, partners, suites and customer.
16. Coordinates all photography, video and electronic resources.

MINIMUM 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 business administration, marketing or related field and three to five years related experience in facility or service sales, promotions and advertising media, and use of marketing techniques and strategies related to tradeshow, conventions, and entertainment industry.

Communication Skills: Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

Mathematical Skills: Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

Reasoning Ability: Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Computer and Administrative Skills: To perform this job successfully, an individual should have knowledge of Microsoft Office products as well as related marketing and graphics software programs



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Certificates, Licenses, Registrations: Must possess a valid South Dakota driver's license or ability to obtain within 30 days from date of hire.

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. While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to stand; walk; sit and use hands to finger, handle, or feel. The employee is occasionally required to reach with hands and arms and taste or smell. The employee must regularly lift and /or move up to 10 pounds, frequently lift and/or move up to 25 pounds and occasionally lift and/or move up to 50 pounds.

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually very loud.