

## City of Rapid City Job Description

<b>Job Title</b>	The Monument Director of Corporate Sales and Marketing		
<b>Job Code:</b>	CCMM	<b>Job Family:</b>	
<b>Pay Grade:</b>	NU19	<b>Date Revised:</b>	2/17/2022
<b>FLSA Status:</b>	Exempt		

**General Summary:** This position is responsible for overseeing the Corporate Sales and Marketing Department and its employees. A primary responsibility of this role is to manage the sales of corporate sponsorship packages. Manage the marketing of The Monument events. Promotes public awareness of The Monument through events, presentations, and materials to increase attendance at functions and awareness of The Monument within the community and throughout the region.

### Essential Duties and Responsibilities:

*The intent of this job description is to provide a representative summary of the major duties and responsibilities performed by incumbents of this job. Incumbents may be requested to perform job-related tasks other than those specifically presented in this description.*

- Develops and sells advertising, premium seating and sponsorship packages to create additional opportunities and generate revenues for the facility.
- Develops a strategy to sell naming rights for the entire property.
- Develops, maintains and executes specific marketing plans to promote public awareness and positive public relations of The Monument. Makes presentations and participates in various organizations, promoting The Monument and events.
- Develops, maintains, and executes facility brand standards as it relates to advertising and/or sponsorship packages. Develops promotional materials for local, regional, and national markets working closely with community partners. Requires knowledge and use of marketing and graphics software programs.
- Oversees the marketing of events on behalf of the building and event promoters, as requested. Directs the department as it creates, maintains, and evaluates marketing contacts for media, sponsors, promoters, and ticket buyers, as requested. Coordinates press credentials on an event-by-event basis.
- Identifies and solicits new or potential clients for advertising, premium seating and sponsorship. Conducts tours for prospective clients.
- Works with the Events department to identify potential conventions, tradeshow, and meetings, creating collateral as requested.
- Schedules and coordinates promotional activities relating to The Monument and its events. Oversees press releases for The Monument. Oversees and assists on all electronic and social media and promotion to include but not limited to internet, web pages, and social media. Coordinates all photography, video and electronic resources.
- Supervises Account Executive and Advertising Strategists relationships with clients, partners, and premium seat license holders.
- Assists Executive Director and Deputy Directors in media relations. Works with other department directors to make high-level decisions regarding the budget and direction of The Monument.
- Participates in staffing events and Manager on Duty rotation.

**Qualifications:****Education and/or Experience:**

Bachelor's degree from accredited four-year college or university in business administration, marketing or related field; and five or more years of 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. A relevant combination of education and experience may also be deemed suitable to the hiring authority.

**Certificates, Licenses, Registrations:**

None required

**Working Conditions:**

*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 loud with frequent interruptions to be expected.

**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.