

JOB POSTING

Sales Manager



Bridge View Center

ABOUT US

VenuWorks managed Bridge View Center is southeast Iowa's premier event destination and the crown jewel of Ottumwa, Iowa. Gracing the banks of the Des Moines River, this impressive 92,000-square-foot complex features a versatile 30,000-square-foot expo hall, capable of transforming into a 2,956-seat arena for concerts and large stage productions. In addition to the expo hall, the venue includes adjacent conference and meeting spaces, as well as a 664-seat theater. The Bridge View Center is renowned for its exceptional menu, meticulously crafted by an in-house, award-winning chef. Our friendly staff are committed to providing each guest with an enjoyable, worry-free, and memorable experience.

SUMMARY

The Sales Manager is responsible for planning, coordinating, and executing processes and programs that foster and promote venue usage and community partnerships at Bridge View Center. This position assists with the planning and implementation of a comprehensive sales plan as set forth in the annual business plan. In addition to general sales functions, the Manager is also responsible for generating and executing convention/conference sales, group sales, and securing sponsorship and signage sales. Work hours and schedule are generally Monday – Friday 8:00am to 5:00pm but can vary, and may include holidays, evenings and weekends.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

1. In cooperation with Executive Director, manage all sales functions of the venue.
2. Sells available venue space in Bridge View Center for a variety of events, including conventions, conferences, trade and consumer shows, meetings, banquets, seminars, and social events, including receptions.
3. Develop and execute comprehensive sales plans and programs, both short and long range, to support sales and revenue objectives of the venue.
4. Develop and manage sales and marketing line items in the venue budget along with participating in annual venue budget development.
5. Book/contract events that maximize venue usage and achieve revenue targets.
6. Aggressively seek new contacts and maintain working relationships with all civic and industry organizations, corporate promotional contacts, and event and booking representatives.
7. Market and promote usage of Bridge View Center to convention and visitors' bureaus, hoteliers, travel agents, tour directors, business and social groups, sales meetings, conventions, training classes, and overnight travel providers.
8. Serve as a liaison with outside agencies and VenuWorks corporate marketing team on sales campaigns.
9. Assist the Executive Director and Director of Events & Operations with on-site sales & marketing for events, including escorting media, contest winners, sponsors, and managing select event promotions.

OTHER RESPONSIBILITIES

1. Attendance during regularly scheduled business hours.
2. Initiate sales activity and track phone call logs for review by the Executive Director; prepare meeting profile sheets for potential and established users of Bridge View Center; prepare weekly reports of sales activity including call logs and monthly reports that track and update lost business and business potential.
3. Represent Bridge View Center at various meetings, trade shows, conventions and marketplaces to promote the venue and our services.

JOB POSTING

Sales Manager



4. Confer with administrative, events, operations, and catering staff to discuss and formulate plans for soliciting business and coordinating function details such as space requirements, publicity, time schedule, food service, and décor.
5. Prepare bid proposals and presentations, verify space reservations by letter, and prepares contract points.
6. Manage site visits, familiarization (FAM) tours and private tours of Bridge View Center in collaboration with the Greater Ottumwa Convention and Visitors Bureau / Meet Ottumwa.
7. Organize and implement external sales blitzes at various times of the year, example may include Christmas in July, Apple Pie deliveries in the fall, and other sales campaigns to promote Bridge View Center.
8. Contributes to the creation of an annual sales plan, year-end recap, sponsorship reports, etc.
9. Recognizes opportunities to receive publicity from venue operations, activities, awards/honors, etc. and share with local, regional and/or national media and VenuWorks Corporate office to sell Bridge View Center to our community, state, and region.
10. Maintain brand standards of logo and name when used by outside parties in partnerships and sponsorships.
11. Remains current on national trends in the industry and local market changes affecting the venue.
12. Evaluate current sales initiatives and sponsorships to ensure greatest return in investments and most efficient use of assets.
13. Provide answers to customer service inquiries to customers, clients, and sponsors about the venue through websites, social media, and other communication methods.
14. Maintain active membership status in appropriate professional and industry organizations.
15. Serve as Manager on Duty (MOD) as assigned.
16. All other duties as assigned.

SUPERVISORY RESPONSIBILITIES

This job will have supervisory responsibilities over departmental part-time and temporary team members. Carries out supervisory responsibilities in accordance with VenuWorks policies and applicable laws. Responsible for interviewing, hiring and training employees; planning, assigning and directing work; appraising performance, rewarding, disciplining in accordance with Human Resources, addressing complaints and resolving problems.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each of the essential duties satisfactorily. The requirements listed are representative of the knowledge, skills, and/or abilities required.

1. A demonstrated ability to follow directions and complete assigned tasks with a minimum amount of instruction and supervision is essential.
2. Ability to organize workflow and meet established deadlines.
3. Work hours and schedule are generally Monday – Friday, 8:00a-5:00p, but can vary, and may include holidays, evenings, and weekends along with irregular work hours.
4. This position requires skill in meeting and/or exceeding the expectations, being articulate with well-developed communication skills and personal poise.
5. This position requires excellent teamwork skills, working cooperatively with others in the accomplishment of joint tasks and common goals. Contributes to a positive work environment, fosters collaboration and provides a tangible contribution.
6. Ability to work nights, weekends, holidays and irregular work hours to meet event needs.
7. This position is a member of our management team and will work events as an assigned Manager On Duty (MOD) on a rotating schedule.

EDUCATION and/or EXPERIENCE

1. Bachelor's Degree (BA) from four-year college or university in business, management, marketing, communications, or related field; or one to two years related experience and/or training in any aforementioned field; or equivalent combination of education and experience.
2. Experience and proficiency in all the above essential duties and responsibilities.
3. Ability to interpret and use demographic and marketing research information.

JOB POSTING

Sales Manager



4. Proficiency with Microsoft Word, Excel and database programs.

CERTIFICATES, LICENSES, REGISTRATIONS

Applicant must possess current, valid driver's license and a current working telephone with a number that can be accessed by Executive Director and/or other venue management team members for business contact purposes. Must have excellent computer skills, including experience with the Microsoft Office programs, such as Word, Excel, and PowerPoint.

LANGUAGE SKILLS

1. Ability to read, analyze and interpret instructions, general business periodicals, professional journals, technical procedures, operating and maintenance instructions, procedure manuals, and/or governmental regulations.
2. Ability to write reports, business correspondence, and professional procedure manuals.
3. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.
4. Ability to engage in public speaking.
5. Ability to deal effectively and courteously with lessees, user groups, their representatives and the general public.
6. Ability to speak and understand English.
7. Ability to understand limited Spanish is preferred but not required.

MATHEMATICAL SKILLS

Ability to add, subtract, multiple and divide in simple and complex equations. Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages.

COGNITIVE SKILLS/REASONING ABILITY

1. Ability to recognize casual relationships, disseminate between behavior mechanisms, and identify elements that are relevant to the validation of a judgment.
2. Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form.
3. Ability to remember previously learned material such as specifics, criteria, techniques, principles and procedures, grasp and interpret the meaning of the material and use learned material in new and concrete situations.
4. Ability to break down material into its component parts so that its organizational structure can be understood.
5. Ability to judge the value of material for a given purpose on the basis of consistency, logical accuracy, and comparison to standards.
6. Ability to put parts together to form a new whole or proposed set of operations.
7. Ability to relate ideas and formulate hypotheses.
8. Ability to appraise judgments involved in the selection of a course of action.
9. Ability to identify choices and potential outcomes, determine importance of outcomes, combine information to prioritize options and make decision based on best and most important choice.
10. Ability to solve complex problems with sensitivity and diplomacy, while displaying decisive executive leadership.
11. Ability to maintain a calm, composed presence in an often fast-paced environment where multiple tasks, events and stimulus may occur simultaneously.

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 position.

1. While performing the duties of this job, the employee is regularly required to reach with hands and arms and talk or hear.
2. The employee frequently is required to stand; walk; sit; and use hands to finger, handle, or feel.
3. The employee is occasionally required to climb or balance and stoop, kneel, crouch, or crawl.
4. The employee must regularly lift and/or move up to 25 pounds.

JOB POSTING

Sales Manager



5. Specific vision abilities required by this job include close vision, distance vision, color vision, and ability to adjust focus.
6. The employee must be able to travel distances on foot quickly to attend to a variety of needs while on site at the venue.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

1. While performing the duties of this job, the employee is occasionally exposed to cold and hot temperatures for extended periods of time, depending on the nature of a particular event/day.
2. The noise level in the work environment is occasionally very loud.
3. May be occasionally exposed to moving mechanical parts and risk of electrical shock.
4. The noise level in the work environment is usually moderate but at times it may be very loud.

CONCLUSION

The above statements are intended to describe the general nature and level of work being performed by the person assigned to this position. This is not an all-inclusive list of responsibilities, duties, and skills required of personnel so classified.