

## **ALEXANDRIA RIVERFRONT CENTER (ARC) JOB DESCRIPTION**

**Job Title: Sales and Marketing Manager**

**Reports to: Executive Director/CEO**

**Job Summary:** To plan, organize and execute a wide range of standard and customized convention and meeting servicing contracting and sales efforts for organizations hosting their events in the Alexandria Riverfront Center. To plan, organize and execute the marketing and advertising efforts of the Alexandria Riverfront Center. This is not intended to be a comprehensive list of duties performed by this classification, but rather a representation of general duties. This classification performs other event related duties as needed, directed or required.

**Duties:**

- Follow all policies and procedures as outlined in the handbook of the APACVB, (employee's handbook).
- Develop an annual marketing and advertising plan and budget for ARC-plan is due in September.
- Develop an annual sales/servicing plan and budget for ARC – this is due in September.
- Present weekly and monthly sales/servicing and advertising/marketing reports as requested by the Executive Director/CEO.
- Maintain control over budget areas of responsibility.
- Prospect for new business, groups, and tradeshow while maintaining relationships with current clients.
- Follow up with leads generated by the CVB and other tourism meeting sales partners.
- Maintain a strong presence in the local and statewide community by being actively involved in various industry-specific organizations, groups, and social events.
- Participate in industry-related conventions, tradeshow, marketplaces, and seminars, and develop an annual marketing plan for the ARC.
- Write and disseminate a quarterly newsletter for ARC.

- Assist the Human Resources/Finance Director and the Executive Director/CEO in preparing and carrying out the budget of the ARC as it relates to advertising and public relations.
- Maintain positive working relationships with area hotels, attractions, meeting planners and related tourism industry representatives.
- When necessary works flexible and extended hours, including nights, weekends and holidays, in addition to normal business hours.
- Responsible for delivering the highest level of service to all clients. Assists in resolving client's questions and concerns.
- Explain contract provisions, policies, and procedures. Review event contracts and determine equipment requirements
- Set up new customers within the Event Pro system. Prepare and maintain contract and communication lists in Event Pro. Prepare cost estimates.
- Assist with creation and distribution of event-related materials. Provide post-event reports, analysis and status reports on marketing effectiveness.
- Keep clients informed as to the status of deadline schedules, including but not limited to floor plan submissions, meeting room set-up specifications, insurance requirements, and other relevant details.
- Serves as liaison between clients and Facility Director.
- Monitor in-house events, maintaining close contact with clients and facility staff to ensure successful events. Follows-up on all client requests, concerns, and problems.
- Attend appropriate planning, training, organization and other event-related meetings as needed.
- Maintain communication and effective relationships with City, stakeholders, clients, potential clients, vendors, and colleagues.
- Assist with daily office operations including administrative and reception duties.  
Assist the department and organization with various projects and special assignments as needed.
- Create marketing materials and all ARC bid activities.
- Monitor relevant current events as needed.
- Maintains high standards, positive attitude, and professionalism at all times.
- Regular contact with the Executive Director/CEO and Facility Director.
- Direct the production and placement of all advertising, promotional printing, social media and website efforts of ARC. All must have final approval of Executive Director/CEO.

- Coordinate/monitor advertising placement schedule to place ads in a consistent and timely basis by using timelines, status reports, etc. Work with media partners to research new opportunities in relevant media. Create and edit content for various publications as needed.
- Research, create and implement various details of advertising campaigns. Prepare monthly and periodic summaries of marketing activities and campaign progress. Create newsletters, e-mail blasts and other internet-related activities, and monitor the venue Facebook page.
- Assist with documentation and preparation of presentations for marketing programs. Track and monitor advertising costs, expenses and communicate budget adjustments as needed.
- Attend various trade shows and/or events as required.
- Coordinate with CVB and convention partners on all press conferences, media events and interviews for events taking place at venue and hotels.
- Update website, digital marquees/displays, video display board, calendars, and social networks.
- Complete other assignments as deemed necessary by the Executive Director/CEO in the fulfillment of the Riverfront Centers mission.

## **QUALIFICATIONS**

Three years documented direct sales/marketing experience mandatory.

Event planning and organizational skills required.

Ability to type 40 wpm or better. (words per minute)

Strong written and verbal communication skills

Ability to perform general mathematical calculations and budgetary management needed.

Must be able to work flexible hours including weekends.

Experience with computer word processing, spreadsheets, and database programs is needed.

Experience with “Event Pro” software preferred but not necessary.

Valid driver’s license and personal transportation required.

High school diploma or equivalent necessary. Associates or Bachelor’s Degree in a related field preferred.

Received by: \_\_\_\_\_

Supervisor: \_\_\_\_\_

Date: \_\_\_\_\_