



**DIRECTOR OF SALES AND MARKETING
SPARTANBURG MEMORIAL AUDITORIUM**

The Spartanburg Memorial Auditorium is the largest theater in the Carolinas with a capacity of 3,243. The Auditorium also has a downstairs exhibit hall with 13,000 sq ft and a capacity for performance events of 1,800.

REPORTS TO: CEO

STATUS: Salaried Exempt

PRINCIPAL FUNCTION:

This position is responsible for all aspects of sales and marketing for the Auditorium, including the development of strategies, plans, promotions and all other forms of sales, public relations, publicity, and advertising for the Auditorium. This position directs all facets of sales within the Auditorium and Auditorium sponsorship packages.

ESSENTIAL RESPONSIBILITIES:

- Analyze and define the market for increasing number of events and programs.
- Provide data to prepare, update, and control budgets and forecasts covering projected new-business sales, bookings, proposal activity/costs and investment requirements by event and program.
- Develop marketing plans, sales strategies, and action plans for identified targets of opportunity that clearly define objectives, goals, win strategies, schedules, and action assignments.
- Initiate, lead and direct new-business, pre-proposal, and proposal efforts, working through the CEO for internal preparation activities.
- Manage procurement of marketing materials, including media buying (social media, internet, television, radio, print and outdoor).
- Coordinate event promotion with show and media outlets.
- Execute public relations duties, including press releases, art distribution, proper use of Auditorium or corporate image, logo, and formats.
- Maintain media contacts for Auditorium, event publicity, and serve as liaison between media and event sponsors.
- Conduct third party promotional tie-ins.
- Establish and implement trade arrangements.
- Create and distribute Auditorium and event-related press releases and materials.
- Create and distribute general building press releases.
- Serve as the spokesperson for the Auditorium with news media as directed by the CEO.
- Secure payment or trade from event sponsors and assist in settlement of events.

- Oversee Auditorium advertisements and coverage in industry, trade, and local periodicals.
- Solicit sponsors for venue naming rights opportunities and other key sponsor opportunities.
- Create and present sales materials.
- Oversee (with box office's involvement) group sales activities and sales levels.
- Evaluate and develop new sales opportunities including signs, printed materials, marquees, and special projects.
- Perform other related duties, tasks and responsibilities as required.

QUALIFICATIONS/SKILLS:

Required:

- Bachelor's Degree in marketing/advertising or related field of study.
- Three to seven years of marketing/advertising experience.
- Ability to promote and participate in a team environment.
- Ability to understand written and oral direction and to communicate same with others.
- Experience with Microsoft Office 365, Pixel Placement, Facebook Ad-Manager, Google AdWords, All Social Media platforms including Twitter, Instagram, Snapchat, TikTok

Preferred:

- Experience in Auditorium industry preferred but not required.

OTHER REQUIREMENTS:

Requires occasional lifting of up to 20 pounds in weight. Hours may be extended or irregular to include nights, weekends, and holidays.

SALARY RANGE: \$55,000-\$60,000 annually

BENEFITS: Employee is eligible for the Spartanburg Memorial Auditorium full time employee benefit package.

Email resume to:

Roger Newton
Spartanburg Memorial Auditorium
newton@crowdpleaser.com

Deadline for resumes is October 14, 2022.

NO PHONE CALLS PLEASE