



BASE: Sales & Service Manager

PRIMARY DUTY:

Under general supervision, plans, directs and coordinates meeting and convention sales programs for the BASE & Extraco Events Center (EEC)

ESSENTIAL FUNCTIONS:

Essential functions, as defined under the Americans with Disabilities Act, may include any of the following representative duties, knowledge and skills. Factors such as regular attendance at the job are not routinely listed in job descriptions, but are an essential function. Essential duties and responsibilities may include, but are not limited to, the following:

- Identify, promote and solicit event & entertainment business opportunities for the BASE & EEC Coliseum.
- Manage inquiries, prospect, solicit, conduct site inspections, make phone and sales calls, schedule appointments and presentations, close business, issue relevant correspondence and conduct account management and related follow up
- Manage sales and services process for ECC clients from initial client meetings and site tours, through sales, venue scheduling and bookings, caterings, contracts, problem and issue resolution and event coordination; develops budgets and prepares event evaluations and reports; coordinates events with local businesses, state and national organizations and event planners. Assist bookers in analysis, organize research projects in various capacities including comparative ticket sales, artist performance history, and venue expenses.
- Promotes EEC programs and services; create and manage event package options; monitors and analyzes complex revenue streams
- Draft and facilitate all event and entertainment contracts and ensure that all quotes and associated files are entered into the VenueOps CRM Software
- Provide day-to-day operational support and recommendations for the successful execution of all events, maintain records and data of events, and prepare necessary training/reference materials and checklists and conduct pre-shift meetings with EEC support staff.
- Manage Box Office during live entertainment events and oversee the ticketing software, Saffire.
- Oversee development of annual calendar, activity schedules, projections for attendance and revenues
- Assist in the recruitment of volunteers for special events and creation of new events/festivals
- Produce and implement marketing strategies for the BASE & EEC Coliseum to grow brand identity locally, regionally and nationally
- Maintains and updates websites and social media accounts, including search engine optimization and Google listings; evaluates website needs and develop recommendations; coordinates and completes special projects for EEC Management; coordinates design of internal and external communications, using printed materials, social media, digital signage, et al.
- Research and monitor market trends to maximize revenue: facility interior design, technology offerings, event services provided, marketing & advertising opportunities, et al.
- Supports the relationship between the EEC and the general public by demonstrating courteous and cooperative behavior when interacting with citizens, clients and EEC staff
- Maintain confidentiality of work-related issues and information
- Driving is essential
- Performs other duties as required or assigned

KNOWLEDGE AND SKILLS:

Knowledge:

- Coordinating sales and marketing strategies for the events & entertainment industry.
- Administrative management, including cost accounting, budgeting, purchasing, contract management and customer service.
- Specialized event industry CRM software applications
- Specialized online ticketing applications
- Managing and coordinating social media advertising campaigns.
- Website design
- Specialized digital signage software applications
- Booking live entertainment, management of booking agencies, contract negotiations and ticket office software applications

Skill in:

- Sales & Service within the events & entertainment industry
- Writing, editing and developing a variety of communications materials
- Identifying and fostering new methods of social and digital media execution
- Ability to mine and consume information and provide quick counsel on editorial/response recommendations
- Assessing and prioritizing multiple tasks, projects and demands
- Meeting deadlines and strict time frames for processing technical documents and reports
- Communicating effectively verbally and in writing
- Establishing and maintaining cooperative working relationships with co-workers as well as internal and external constituents of the EEC
- Speaking to small and large groups

PHYSICAL DEMANDS AND WORKING ENVIRONMENT:

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.

- **The physical requirements of this position:**
 - Light work. Exerting up to 20 pounds of force occasionally and/or up to 10 pounds of force frequently and/or a negligible amount of force constantly to move objects
- **The conditions the worker will be subject to in this position:**
 - Work is performed primarily in an office setting or well-lit, temperature-controlled working environment

REPORTS TO:

- VP Sports & Entertainment

MINIMUM QUALIFICATIONS:

Bachelor's Degree in Business Administration, Marketing, Communications, or related field is required; AND three to five years' experience in event sales, meeting planning, entertainment booking and Arena marketing.

LICENSE AND CERTIFICATION:

- Must possess a valid Texas Driver's License.
- Certification Preferred: CMP, CSEP, CSEE, CMM

COMPENSATION:

- Salary plus commission; base salary range based on education and/or experience
- Medical and Dental Benefits
- Retirement Plan
- Employee Compensation Plan

CONTACT INFORMATION:

To be considered for this position, please email your resume and cover letter to jobs@hotfair.com.



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