



Position - Director of Marketing

Facility Name - BMO Harris Bank Center & Coronado Performing Arts Center

Location - Rockford, IL

POSITION: Director of Marketing

DEPARTMENT: Marketing

REPORTS TO: General Manager

FLSA STATUS: Full-time, Exempt

Summary

SMG, the leader in privately managed public assembly facilities, has an excellent and immediate opening for the Director of Marketing for SMG Rockford which includes the BMO Harris Bank Center, Coronado Performing Arts Center, and Rockford IceHogs. The Director of Marketing oversees the planning and implementation of a complete marketing campaign for the facilities and all events including group/premium sales for events, advertising, direct mail, promotion, and publicity. This position is responsible for identifying market opportunities; developing long and short-term marketing and sales strategies and development of training programs for staff with the objective of attracting conventions, meetings, and events that generate revenue for the managed properties.

Essential Duties and Responsibilities

Include the following. Other duties may be assigned.

- Directs the public relations image of the Managed SMG properties
- Establishes and maintains relationships with media industry influencers, key community leaders and strategic partners
- Establishes marketing goals to enhance the facilities' position, locally and nationally and increase the profitability of events
- Acts as facility spokesperson and liaison with the general public
- Develops and implements an advertising and publicity campaign to create regional and national awareness of the facilities
- Communicates with outside advertising and public relations agencies (if applicable); work with writers and artists and oversee copy writing, design, layout and production of promotional materials
- Creates and supervises marketing plans for events when required, to include all available services: group sales, public relations, media placement, direct mail, promotional development, non-profit opportunities, Social Media marketing, etc.
- Operates the department with a conscious commitment to maximum exposure for the facilities and its events, through the most effective and efficient means possible
- Develops marketing materials and procedures to have the department function effectively as an in-house agency; plan and oversee the facilities' advertising, promotion and publicity activities including print, electronic and direct mail outlets as directed by senior management
- Remains current on national trends in the industry and local market changes to best serve the facilities
- Explores new avenues of revenue(s) for the facility including the development of events and sponsors
- Department serves as the social media voice of the facilities, making sure that SMG Rockford stays current with industry and social media trends, and interacts with fans while

- promoting events through multiple platforms
- Oversees the creation and implementation of social media and grassroots proposals for event marketing
- Oversees the email marketing program for SMG Rockford to assist with event marketing for clients
- Develops and ensures SMG Rockford website is current and all information is up-to-date and accurate including ensuring most beneficial floor plans of all venues and spaces for SMG Rockford are easily accessible
- Work with Booking Manager to maximize booking potential of events through the website
- Must have excellent communication with IceHogs, Event, Box Office, and Sales staff
- Effectively works with Executive Management Team to ensure the venue's success
- Assists with special events and event production for the facilities, as needed
- Develops a marketing plan and strategies to promote the Rockford region; develops and initiates new accounts
- Evaluates, analyzes and prepares reports on market studies, client satisfaction and other relevant marketing issues
- Attends industry tradeshow to promote the Rockford facilities and team
- Aggressively seeks new contacts and maintains working relationships with all media representatives, civic, and industry organizations, corporate promotional contacts, and event and booking representatives for the facilities
- Maintains a media contact list for the facilities
- Coordinates all media activities for the facilities
- Responds to client inquiries in a timely manner
- Prepares annual budget for department
- Supervises all employees in the Marketing Department; responsibilities include interviewing, hiring and training employees, planning, assigning and directing work, appraising performance, rewarding and disciplining employees, addressing complaints and resolving problems and managing crisis
- Acts as manager on use of all logos
- Conducts regular meetings with department staff to discuss upcoming conventions, meetings, outstanding leads, and special projects
- Routinely reviews departmental communications, sales proposals, contracts and recommends improvements
- Often works extended/irregular hours including nights, weekends, and holidays

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

- Bachelor's degree from four-year college or university in Marketing, Journalism, Public Relations or related field preferred

- Minimum of 5 years' experience in Marketing, Public Relations, Sales in entertainment industry or related field preferred
- Or equivalent combination of education and experience required
- Exposure to and familiarity with similar facility environment
- 2-3 years supervisory experience

Skills and Abilities

- Excellent communication, organizational and interpersonal skills required
- Ability to effectively supervise staff
- Ability to prioritize multiple projects
- High aptitude for figures and advanced writing skills
- Professional presentation, appearance, and work ethic

Computer Skills

To perform this job successfully, an individual must have:

- Working knowledge of spreadsheet software and work processing software
- Be proficient in Microsoft Word, Excel, and Power Point
- Must be internet savvy
- Adobe Creative Suite preferred
- Basic HTML preferred
- Knowledge of digital media and social network platforms (Facebook, Twitter, Snapchat, Instagram, LinkedIn, Trip Advisor, etc.) is a must

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 move around the facility; to stand for long hours during events; talk and hear. This position may require work inside or outside of the building, as needed by events.

Note

The essential responsibilities of this position are described under the headings above. They may be subject to change at any time due to reasonable accommodation or other reasons. Also, this document in no way states or implies that these are the only duties to be performed by the employee occupying this position.

To Apply

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Internal-

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Apply at-

Recruiter- Lakin Eckhardt
SMG BMO Harris Bank Center
300 Elm St. Rockford, IL 61101

Applicants that need reasonable accommodations to complete the application process may contact
815-489-8237.

SMG is an Equal Opportunity/Affirmative Action employer, and encourages Women, Minorities,
Individuals with Disabilities, and protected Veterans to apply. VEVRAA Federal Contractor.