

Title: Marketing Associate-Lakeland Center
PG: 35
Status: Non-Civil Service
Position Reports to: Marketing Manager
Department: The Lakeland Center

Class Code: 8049
Date: 07/09

GENERAL DESCRIPTION OF CLASS:

This is responsible work assisting in the area of event coordination, promotion, advertising and publicity, county/facility marketing and The Lakeland Center's Website. Work involves selling large blocks of tickets to various groups and organizations for designated shows at The Lakeland Center.

ESSENTIAL FUNCTIONS:

1. Coordinates with the Central Florida Visitors & Convention Bureau in the distribution of information on area attractions, hotels/motels, campgrounds, restaurants, etc.
2. Assists the Marketing Manager in every aspect of the facility's advertising, public relations and promotion efforts including writing press releases, media advisories, radio spots, radio PSA's as needed and assisting in the production of advertising, marketing brochures, sales kits or other promotional materials.
3. Supports the development and distribution of marketing and sales materials including brochures, mailers, fliers, calendars, faxes, emails, etc., as needed and assisting with creating event fliers, quarterly calendars and help design layouts of all marketing materials including brochures, event ads, postcards, coupons, etc.
4. Generates a minimum of 5-10% group ticket sales for every facility-presented ticketed event and 20% for every lessee-presented ticketed event unless otherwise noted and provides accurate and necessary documentation pertaining to group sales for each event settlement. Will also increase group contacts by distributing group information via mail, email, phone and live presentations.
5. Works with Box Office, Marketing Manager and/or client to ensure all facets of group sales campaign are coordinated and implemented including making sales calls, making presentations, developing and maintaining the group database/mailling lists, holding seats, marketing to groups, coordinating bus and travel routes, etc.
6. Formulates comprehensive written group sales event marketing plan complete with deadlines, sales goals, contacts and follow-up, distribution of information, promotions, etc. with plans being presented in a timely fashion in order to execute, evaluate and adjust as needed.
7. Will assist in placement of electronic and print advertising for venue and for clients including collecting all necessary documentation needed for event settlements and maintaining advertising spreadsheets/expenses for accountability.
8. Will coordinate promotions and special events with event promoters/lessees, facility managers/personnel and marketing/production vendors as needed.
9. Provides facility tours, meets with potential groups and solicits local organizations to promote events at the facility.
10. Assists in telemarketing campaigns, newsletter editorials, mailings, fax and phone lists.
11. Programs the marquee, Janus Signage and data entry of various reports.
12. Maintains all facility kiosks with timely show/event information.
13. Responsible for the daily maintenance and creation of The Lakeland Center's website.

ADDITIONAL RESPONSIBILITIES:

1. Will attend meetings, conventions and conferences as assigned by Marketing Manager.
2. May serve as duty manager on a rotating basis.
3. Will assist with switchboard relief.
4. Performs related work as assigned by Marketing Manager.

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KNOWLEDGE, SKILLS & ABILITIES:

1. Knowledge of basic math and reading.
2. Sound knowledge of marketing principles, practices and methods.
3. Considerable knowledge of modern office equipment and personal computers and the ability to use computer programs including Microsoft word, spreadsheet, database systems, Adobe Creative Suite including Photoshop Illustrator and Dreamweaver and the Ticketmaster (booking) System.
4. Basic knowledge of switchboard systems, cell phones, and radio communication.
5. Ability to write and prepare advertising copy/art for print and electronic media ads, write press releases and advisories.
6. Ability to work flexible, non-traditional business hours, late nights, weekends and possible holidays.
7. Ability to handle cash collection and correctly report revenue updates in a timely fashion.
8. Sound knowledge of creation, development, implementation and evaluation of advertising, marketing, public relations and promotional programs.
9. Ability to proof read and edit all written and visual materials for clarity, accuracy and content.
10. Firm understanding of area demographics, advertising layout and media buying.
11. Excellent ability to communicate clearly and concisely, both orally and in writing, with all levels of employees, clients, patrons and customers.
12. Ability to establish and maintain effective working relationships with employees, other departments, lessees, patrons, consultants, vendors, sponsors, promoters, community leaders, and the public as necessitated by the work.

WORKING ENVIRONMENT/CONDITIONS:

Requires sedentary work that involves walking or standing some of the time, exerting up to 10 pounds of force on a recurring basis, routine keyboard operations.
The job risks exposure to no significant environmental hazards.
The job requires normal visual acuity, and field of vision, hearing, speaking, color perception, sense of smell, depth perception, and texture perception.

QUALIFICATIONS (EDUCATION, TRAINING, AND EXPERIENCE):

1. Bachelor's degree from an accredited college or university in mass communications, marketing, public relations, advertising or related field.
2. Prefer experience with facility entertainment, convention or tourism industry.
3. Direct experience in promotions and public relations beneficial.

SPECIAL REQUIREMENTS:

1. Must possess a valid state of Florida driver's license.
2. Must maintain a valid home telephone number.
3. May be required to work overtime, or alternate hours, as necessary for the efficient operation of the department. Position may be designated as Mission Critical by Department Director.