



## **JOB DESCRIPTION**

Position: Vice President of Marketing

Reports To: Executive Vice President, Sales & Marketing

Status: Exempt

### Position Responsibilities

Direct the company's overall marketing and strategic planning programs, and corporate communications. Facilitate client development through marketing and client development programs.

Duties and responsibilities include, but are not limited to:

1. Design, implement, and facilitate annual marketing plan for the company. Support and facilitate development and implementation of regional business/marketing plans.
2. Plan and administer the firm's Marketing Operations budget; support development of regional marketing budgets.
3. Organize and implement client development plan including:
  - client satisfaction surveys
  - client development activities
  - web optimization
  - client-specific marketing programs
4. Conduct market analysis and needs assessments to identify new business opportunities and product development priorities.
5. Supervise company's RFP protocol process including soliciting RFPs from desirable prospective clients and writing proposals for new business; participate in planning and presentation sessions, when assigned.
6. Support client acquisition activities including:
  - efforts through Regional Sales Directors, Vice President – Business Development and EVP Sales and Marketing
  - assisting Regional Sales Directors in business planning and client presentations, etc.
  - offer coaching for prospective client meetings, presentations, etc.
7. Oversee corporate communications activities including:
  - external communications and systems
  - internal communications and systems
  - public relations efforts
  - external vendors and consultants

8. Develop and administer marketing database which includes client and prospect information, mailing list applications, access to financial reports, etc.
9. Assist with and support the company's involvement in various trade organizations including coordinating business development and marketing activities via these relationships.
10. Design and implement sales tools and marketing collateral materials for field sales operations.
11. Oversee the Company's electronic marketing efforts including supervision of Web site design and maintenance, social networking strategy and consumer database.
12. Supervise Marketing Staff and Client Development Administrator. Make staffing and hiring decisions within marketing department.

#### Employment Standards

Education:	College degree required. Concentration in Marketing, Business, or Communications preferred.
Experience:	At least ten years of progressive experience in strategic brand marketing ideally coupled with demonstrated success in online/direct marketing environments.
Required Skills:	Must be a self-starter, highly organized, and able to work well with employees at all levels in the organization. Must possess polished presentation and interpersonal skills along with top level business management, interpersonal, and facilitation skills.
Special Skills:	Background in entertainment or ticketing systems a plus.