



Position Announcement: *Manager, Marketing and Sales*
Canalta Centre in Medicine Hat, Alberta

POSITION: Manager, Marketing and Sales DEPARTMENT: Marketing and Sales
REPORTS TO: General Manager FLSA STATUS: Full Time - Salary

Summary:

SMG is the world's largest public facility management company, operating 230 facilities worldwide in Canada, U.S., Puerto Rico, Europe and the U.K. Through its network of full and part-time employees, SMG provides operational services to convention centers, arenas, stadiums and performing arts theaters. In addition, our *SAVOR* division provides catering and concessions services in many of the facilities we manage.

Essential Duties and Responsibilities

Include the following. Other duties may be assigned.

- Develop, implement and execute the annual SMG sales and marketing plan designed to maximize awareness of the facility, utilization of all applicable spaces and generate incremental revenues from event related activity.
- Manages and coordinates marketing, advertising and promotional activities including print, electronic and radio, television, and direct mail for the facility.
- Manages the marketing and sales annual budget.
- Generate new sales leads and establish new bookings.
- Work closely and collaboratively with Medicine Hat Tourism and other community organizations to promote Medicine Hat as destination, host conventions, trade shows, corporate events and association meetings.
- Maintain an ongoing and positive relationship with all third-part clients and users.
- Respond to sales leads and prepare rental proposals for all spaces within the facility as needed.
- Create sales tracking and key performance measures for sales and marketing staff.
- Organize and maintain the computerized booking calendar to schedule and properly coordinate all event activity.
- Oversee the execution of a successful e-commerce and social media strategy targeted at maximizing awareness, build a positive brand identity, and leverage ticket sales.
- Marketing efforts could include, but are not limited to: creation of sales collateral, presentations, direct mail, email campaigns, website marketing, website updates, advertising and social media marketing.
- Work closely with the General Manager to maximize positive media publicity.
- Organize and maintain sales files, correspondence and documents related to proposals Conduct site visits, and sales meetings with prospective clients.
- Responsible for graphics design, group sales efforts and other related matters.

- Manage on-site media and work events as needed.
- Initiate License Agreements for definite bookings and proof prior to circulation for signatures.
- Participate in hospitality related events and associations to promote facilities.

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 or advanced degree in business, marketing, hospitality management or, sports management preferred
- Minimum of five (5) years of progressive experience in marketing, sales, brand management or sports and event management.
- Must have strong working knowledge of the sports, entertainment and hospitality sectors including, the structure of certain marketing relationships relating to these areas.
- Proven ability to provide leadership, management, advice and oversight to a team, including evaluating work objectives, effectiveness, establishing broad organizational goals and re-aligning work and staffing assignments based upon need.
- Experience in negotiating various types of contractual agreements related to live entertainment, special events, sponsorship and advertising agreements is a plus.

Skills and Abilities

- Self-motivated, organized and ability to maintain a professional appearance
- Ability to prioritize tasks when given, handle multiple tasks at one time and ensure completion of projects.
- Ability to deliver high quality work and function both independently and as a team member.
- Must possess excellent written/oral communication and customer service skills.
- Must be able to maintain confidentiality and use discretion when privy to sensitive information.
- Must have strong command of reasoned, measured decision-making based upon analyzing the pros and cons of each potential decision to be made.

Computer Skills

- MS Window Apps (Office, Word, PowerPoint, Excel), Adobe Suite Experience a plus, Website maintenance.

Other Qualifications

- Must be able to work events as scheduled, including nights, weekends and holidays.
- Ability to physically move around the facility.

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:

This position offers a competitive salary and benefit package. **Resumes must include salary requirements for consideration and may be sent to:**

Tammy Sweeney
General Manager, Canalta Centre
tsweeney@canaltacentre.com

SMG is an Equal Opportunity employer, and encourages Women, Minorities, Individuals with Disabilities, and protected Veterans to apply.