

**FLORIDA COMMUNITY COLLEGE AT JACKSONVILLE
JOB DESCRIPTION, 2008**

DIRECTOR SALES AND MARKETING

FLSA STATUS: EXEMPT – PAY GRADE 22 – P

GENERAL STATEMENT OF JOB

The Director Sales and Marketing is responsible for leading and supervising all marketing and public relations for the Artist Series including but not limited to programs, educational activities and special events. In addition, the position is responsible for leading and supervising group advertising and sponsorship sales.

CHARACTERISTIC DUTIES AND RESPONSIBILITIES

Manage marketing, public relations and sales service teams to ensure the successful outcomes of their duties and marketing of the Artist Series.

Work closely with the Executive Director to develop, define and promote the Artist Series' institutional marketing efforts and to maximize its marketing potential.

Provide effective and efficient leadership to all marketing and sales staff.

Supervise the creation, implementation and approval of marketing and promotional plans for all Artist Series events and programs.

Design detailed schedules for rollout of the Broadway season and the total Artist Series season campaigns, including all deadlines.

Develop and maintain the marketing budgets of each event in a fiscal responsible manner coordinating with the Executive Director.

With the Executive Director, ensure that all Artist Series materials conform to accepted standards of accuracy, clarity, impact, sponsor recognition, timeliness and style.

Negotiate advertising rates and promotions with area print and electronic media.

Initiate cross-promotions with print and electronic media and local business tie-ins.

Develop sales goals for each event in consultation with the Executive Director, show partners, producers and national press agents and then monitor and review updates on a daily basis.

Participate in industry conferences and meetings.

Offer marketing perspective and sales history on tentative programming in the planning stage.

Review all set up event sheets for accurate dates, times, prices and venues.

Facilitate work with other organizations.

With the Executive Director, programming and operations staff including the ticket office, establish on sales dates for subscribers and the general public.

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Establish advertising sales strategies for the identification, cultivation and solicitation of individuals and business for the “Marquee” program.

Prepare day of show marketing settlement packages and support documentation.

Create and implement audience development strategies.

Ensure appropriate and timely placement of content on the Artist Series web site and develop strategies for increased and improved electronic/internet marketing.

Initiate and supervise research and survey of public opinion, community and audience demographics, analyze findings and develop appropriate responses.

Professionally represent the Artist Series and the College at all times.

Recommend appropriate organization and staffing requirements and allocate responsibilities for optimum department performance to achieve the stated goals and objectives of the department.

Perform other duties as assigned.

SUPERVISION RECEIVED

Supervision is received from the Executive Director of Cultural Programs.

SUPERVISION EXERCISED

Supervision is exercised over assigned staff.

MINIMUM QUALIFICATIONS

Requires a high school diploma or GED, supplemented by a minimum of five (5) years of related experience.

PREFERRED QUALIFICATIONS

Bachelor’s degree and five (5) years of experience at an arts or entertainment related organization in communications, marketing, advertising, arts discipline or related field.

MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

Physical Requirements: Must be physically able to operate a variety of equipment including computers. Involves some physical effort, such as standing and walking, or frequent light lifting (5-10 pounds); or minimal dexterity in the use of fingers, limbs, or body in the operation of shop or office equipment. Task may involve extended periods of time at a keyboard.

Data Conception: Requires the ability to compare and/or judge the readily observable, functional, structural, or composite characteristics (whether similar to or divergent from obvious standards) of data, people or things.

Interpersonal Communication: Requires the ability to speak and/or signal people to convey or exchange information. Includes issuing and receiving instructions, assignments and/or directions.

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Language Ability: Requires the ability to read a variety of correspondence, reports, forms, brochures, lists, etc. Requires the ability to prepare correspondence, reports, forms, requisitions, etc., using prescribed format. Requires the ability to communicate effectively in standard English. Requires the ability to communicate with a broad array of individuals from various professional backgrounds.

Intelligence: Requires the ability to apply rational systems to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists; to interpret a variety of instructions furnished in written, oral, diagrammatic, or schedule form; to acquire knowledge of topics related to occupation.

Verbal Aptitude: Requires the ability to record and deliver information, to explain procedures, to follow oral and written instructions. Must be able to communicate effectively with staff, students, co-workers and supervisors.

Numerical Aptitude: Requires the ability to utilize mathematical formulas; to add and subtract; multiply and divide; to determine decimals and percentages; to utilize college algebra and descriptive statistics.

Form/Spatial Aptitude: Requires the ability to inspect items for proper length, width and shape and visually read various information.

Motor Coordination: Requires the ability to coordinate hands and eyes rapidly and accurately in operating computers and modern office equipment and machinery.

Manual Dexterity: Requires the ability to handle a variety of computers and office machines, etc. Must have minimal levels of eye/hand/foot coordination.

Color Discrimination: May not require the ability to differentiate between colors and shades of color.

Interpersonal Temperament: Requires the ability to deal with people beyond giving and receiving instructions. Must be adaptable to performing under stress and when confronted with persons acting under stress.

Physical Communication: Requires the ability to talk and hear: (Talking: expressing or exchanging ideas by means of spoken words. Hearing: perceiving nature of sounds by ear). Must be able to communicate via telephone.

Environmental Requirements: Tasks are regularly performed without exposure to adverse environmental conditions.

Effective: 10/08