ASHEVILLE, NORTH CAROLINA

Classification Specification

Coordinator, Marketing and Box Office
Job Code: 8600
FLSA: Exempt

Purpose of Classification:

The purpose of this classification is to supervise operations and staff involved in ticket sales and customer service functions and to develop and implement marketing and branding plans for the City's civic center.

Distinguishing Characteristics:

This is a single level classification.

Essential Functions:

The following duties are normal for this position. The omission of specific statements of the duties does not exclude them from the classification if the work is similar, related, or a logical assignment for this classification. Other duties may be required and assigned.

Supervises, directs, and evaluates assigned staff: plans, directs and reviews work of individuals and the team; processes employee concerns and problems and counsels as appropriate; recommends discipline, disciplinary actions, or discharge; completes employee performance appraisals and salary increases; participates in interviews and makes hiring recommendations; acts as a liaison between employees and management; and trains staff in operations, policies, and procedures.

Organizes, prioritizes, and assigns work: prioritizes and schedules work activities in order to meet objectives; develops and oversees employee work schedules to ensure adequate coverage and control; ensures that subordinates have the proper resources needed to complete the assigned work; monitors status of work in progress and inspects completed work; consults with assigned staff to assist with complex/problem situations and provide technical expertise; provides progress and activity reports to General Manager, Civic Center; and updates

and maintains department standard operating procedure manuals.

Creates events in ticketing system software: coordinates with clients to determine ticketing needs and details; creates and enters event, pricing, maps, and other ticketing needs into software; verifies accuracy and completeness of information prior to making tickets available for sale; coordinates with software vendor to create special requests; and assists with the

implementation, reporting, and generating of event reports.

Supervises and participates in box office operations, including during events, including customer service functions: receives and responds to questions, concerns and complaints; answers questions and provides information regarding events, times, seat availability, pricing, facilities, etc.; processes sales transactions; prints and/or scans tickets, as needed; and maintains cleanliness of box office area.

Maintains box office financial records and reports: manages the preparation, presentation, and settlement of all event box office statements; monitors tickets sales; enters and submits data as required; reconciles discrepancies between ticket sales and the financial documentation, including shortages or overages in cash drawers; develops, maintains, and conducts training regarding box office policies and procedures, including cash handling and cash control procedures.

Develops marketing and branding initiatives for the civic center: evaluates marketing strategies and plans for the civic center, as well as for specific events; defines strategies; develops messaging; designs, writes, and coordinates branding and promotional activities and materials; designs and implements advertising campaigns and image pieces; prepares and distributes press and media kits; creates, maintains, and posts web and social media content; writes and distributes of news releases, advisories, articles, social media posts, and other communications materials; determines media purchase and placement and negotiates related contracts; and designs in-venue signage, promotional materials, partnership items, and other collateral materials utilizing design software.

Conducts market research and analysis: identifies audience profiles; coordinates the development of pricing strategies; analyzes annual price rates, trends, and activations; and utilizes research and analysis to inform and determine marketing and branding strategies and decisions.

Coordinates sponsorship activities: researches and identifies community and corporate sponsors and partners for venue and event specific sponsorships and partnerships; creates sponsorship packages; prepares presentations; designs, develops, and implements marketing and promotional packages and experiential marketing opportunities and events; and provides sponsor account management services.

Participates in development and administration of budget for areas of assignment: recommends allocations for staffing, marketing services, and related expenditures; forecasts revenues; provides data and analysis regarding return on investments and profit-loss projections; and monitors revenues and expenditures to ensure compliance with approved budget.

Communicates with supervisor, subordinates, other City employees, promoters, media outlets, the public, outside agencies and organizations, and other individuals as needed to coordinate work activities, review status of work, exchange information, or resolve problems.

Processes a variety of documentation associated with department/division operations, within designated timeframes and per established procedures: receives, reviews, prepares, completes, processes, forwards or retains as appropriate various forms, reports, correspondence, timesheets, receipts, invoices, sponsorship packages, budgets, ticket and attendance reports, media and marketing proposals, marketing reports, and other documentation; compiles data for further processing or for use in preparation of department reports; and maintains computerized and/or hardcopy records.

Operates a personal computer to enter, retrieve, review, or modify data, utilizing word processing, spreadsheet, database, presentation, Internet, e-mail, or other software; and operates general office or other equipment as necessary to complete essential functions.

Additional Functions:

Performs other related duties as required.

Minimum Qualifications:

Bachelor's Degree in Marketing, Graphic Design, Communications, or a related field required; supplemented by three years of experience in implementing marketing and promotion plans, box office operations, or related field; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

Specific License or Certification Required: Must possess and maintain a valid North Carolina driver's license.

Specific Knowledge, Skills, or Abilities: Must be able to demonstrate proficiency in performance of the essential functions and learn, comprehend, and apply all City or departmental policies, practices, and procedures necessary to function effectively in the position.

Performance Aptitudes:

Data Utilization: Requires the ability to evaluate, audit, deduce, and/or assess data using established criteria. Includes exercising discretion in determining actual or probable consequences and in referencing such evaluation to identify and select alternatives.

Human Interaction: Requires the ability to work with others to coordinate the more complex programs and more complex problems associated with the responsibilities of the job. Often represents the department and/or organization when dealing with others.

Equipment, Machinery, Tools, and Materials Utilization: Requires the ability to operate, maneuver and/or control the actions of equipment, machinery, tools, and/or materials used in performing essential functions.

Verbal Aptitude: Requires the ability to utilize a wide variety of reference, descriptive, and/or advisory data and information.

Mathematical Aptitude: Requires the ability to perform addition, subtraction, multiplication, and division; the ability to calculate decimals and percentages; the ability to utilize principles of fractions; and the ability to interpret graphs.

Functional Reasoning: Requires the ability to apply principles of influence systems, such as motivation, incentive, and leadership, and to exercise independent judgment to apply facts and principles for developing approaches and techniques to resolve problems.

Situational Reasoning: Requires the ability to exercise judgment, decisiveness and creativity in situations involving the evaluation of information against sensory, judgmental, or subjective criteria, as opposed to that which is clearly measurable or verifiable.

ADA Compliance:

Physical Ability: Tasks require the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds). Tasks may involve extended periods of time at a keyboard or workstation.

Sensory Requirements: Some tasks require the ability to perceive and discriminate colors or shades of colors, sounds, depth, texture, and visual cues or signals. Some tasks require the ability to communicate orally.

Environmental Factors: Essential functions are regularly performed without exposure to adverse environmental conditions.

The City of Asheville is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.