



Name			
Position Title	Sales and Marketing Manager	Department	La Crosse Center
FLSA	Exempt	Reports To	Deputy Director – Recreation and La Crosse Center
Pay Grade	12	Unit	Non-represented

Purpose of Position

The position of Sales and Marketing Manager will serve the La Crosse Center to facilitate venue sales and marketing efforts. The position will manage, supervise, and coordinate the activities and operations of the Sales team in scheduling and booking events. The manager will manage key client and partner communications and be responsible for forecasting and tracking sales results. This position interacts and works closely with the La Crosse Centers management team, the local hospitality community and other key partners to facilitate long-term sales efforts.

Essential Duties & Responsibilities

The following duties are normal for this position. The duties and responsibilities are not to be construed as exclusive or all-inclusive. Other duties may be required and/or assigned.

- Assume management responsibility for all day-to-day operations of sales and marketing including, but not limited to, scheduling and booking of La Crosse Center events; the development of a sales and marketing plan, sales collateral, sales and marketing campaigns, generating high-quality professional proposals; lead all La Crosse Center sales efforts; generate, issue and negotiate “use agreements” with clients and evaluating additional sales opportunities within the facility.
- Provides leadership and guidance in daily operations of the sales and administrative team.
- Produce and implement all goals, objectives, policies, procedures, and priorities for all sales and marketing programs and activities within the center.
- Manages and maintains the sales revenue forecasts for the fiscal year and ensures the forecast is current and accurate.
- Set goals, mentor and monitor effectiveness of sales and marketing techniques; assess the workload of staff, identify opportunities for improvement and evaluate efficiencies within the department. Review implementation of policies and procedures with the Deputy Director.
- Identify, interview, hire, train, motivate and evaluate all sales and marketing candidates.
- Provide and oversee staff training; work with employees to correct deficiencies, implement disciplinary actions as needed.
- Generate monthly sales and marketing reports for the Deputy Director.
- Arrange and host facility tours for potential clients; address questions and provide information regarding facility specifications and capabilities.
- Participate in the development and administration of the annual budget; forecast funds necessary for staffing, equipment, materials, and supplies.

- Respond to client event challenges and address customer feedback with a proactive approach.
- Provide effective communication both orally and in writing.
- Provide excellent customer service assistance to internal and external clients and monitor the results of the third-party event surveys; analyze and adjust accordingly.
- Join and participate in organizational and industry committees; engage in client networking, attend and participate in professional meetings and conferences when applicable; stay up to date on sales and marketing trends and innovations within the industry.
- Represent the facility and destination as one of its primary sales representatives.
- Coordinate and manage the retrieval of revenue data with all in-house vendors (i.e. AV, IT F&B) to ensure timely and accurate ancillary revenue projection updates.
- Oversee coordination, processing and maintaining accurate records of all reservations for event bookings.
- Oversee and implement day-to-day management of all center social media platforms including Google Business, LinkedIn, Facebook, Instagram, and continuously develop and post content to drive online traffic to social media platforms.
- Regular and predictable attendance.

Additional Duties & Responsibilities

While the following tasks are necessary for the work of the department, they are not an essential part of the purpose of this position and may also be performed by other department staff.

- May need to respond to emergencies during non-working hours.
- All other duties as assigned.

Minimum Training & Experience Requirements

- Bachelor's degree in business management or related field required.
- 4+ years of sales and marketing experience preferred.
- Experience using Triple Seat, Cvent (or other applicable event software) preferred.
- Advanced proficiency in operating a computer and other office devices and using Microsoft Office, including Excel, Outlook, and Word.
- Demonstrate effective leadership skills. Direct, motivate, and foster collaboration both internally and externally. Recognize and resolve conflicts professionally.
- Expertise in meeting or exceeding extraordinary customer service standards utilizing best practices.
- Firm understanding of the destination and La Crosse Center's core values and goals with the ability to implement the strategy utilizing modern and complex principles and practice of sales and marketing.
- Proficiency in public relations; oral, written and interpersonal communication; public speaking; contract negotiation; sales forecasting, and sales and marketing program planning.
- Capacity to demonstrate a thorough knowledge of convention and event planning and all related activities.

- Adeptness to proactively identify potential programs and create/implement corrective action prior to challenges or issues being realized.
- Proficiency to multi-task under specified time constraints; function effectively in moderate to high pressure situations and within office/facility environments with moderate to loud noise levels.
- Skill to maintain constant attention to precise details and accuracy in communicating and implementing specified standards and directives.

Physical & Mental Requirements

Language Ability and Interpersonal Communication

- Ability to analyze and categorize data and information to determine the relationship of the data with reference to established criteria/standards. Ability to compare, count, differentiate, measure, assemble, copy and record and transcribe data and information. Ability to classify, compute and tabulate data.
- Ability to advise and provide interpretation to others how to apply policies, procedures and standards to specific situations.
- Ability to utilize a variety of advisory and design data and information such as invoices, billing statements, tax statements, tax reports, spreadsheets, statistical reports, grant applications, general ledger, budgets, bond issues, state statutes, resolutions, ordinances, non-routine correspondence, computer languages and accounting methods.
- Ability to communicate orally and in writing with vendor representatives, various city employees and the public.

Mathematical Ability

- Ability to calculate percentages, fractions, decimals, volumes, ratios, and spatial relationships.
- Ability to interpret basic descriptive statistical reports.

Judgement and Situational Reasoning Ability

- Ability to use functional reasoning and apply rational judgement in performing diversified work activities.
- Ability to exercise the judgement, decisiveness and creativity required in situations involving the evaluation of information against measurable criteria.

Physical Ability

- Ability to operate a variety of equipment including computer terminal, typewriter, telephone, fax machine, calculator/adding machines and photocopier.
- Ability to coordinate eyes, hands, feet, and limbs in performing movements requiring skill and training, such as assembling, cutting, and typing.
- Ability to exert moderate but not constant physical effort, typically involving some combination of climbing and balancing, stooping, kneeling, crouching, crawling, lifting, carrying, pushing and pulling.

- Ability to recognize and identify similarities or differences between characteristics of color, shapes, odors, textures and sounds associated with job-related objects, materials, and tasks. Ability to sustain prolonged visual concentration.

Environmental Adaptability

- Ability to work under safe and comfortable conditions where exposure to environmental factors such as repetitive computer keyboard use poses a very limited risk of injury.

The City of La Crosse 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.