



# COUNTY of CUMBERLAND

## JOB VACANCY ANNOUNCEMENT

REPOSTED: JULY 26, 2011  
PREVIOUS APPLICANTS NEED NOT REAPPLY

<u>POSITION TITLE</u>	<u>TYPE APPOINTMENT</u>	<u>SALARY</u>	<u>GRADE</u>
<b>DIRECTOR OF MARKETING &amp; SALES</b>	<b>FULL-TIME</b>	<b>\$48,539 - \$70,000</b> <small>*DEPENDENT ON QUALIFICATIONS</small>	<b>73</b>
<u>DEPARTMENT/LOCATION</u>	<u>POSITION NUMBER</u>	<u>CLOSING DATE</u>	
<b>CROWN CENTER</b>	<b>CCC0019</b>	<b>OPEN RECRUITMENT</b>	

**MINIMUM EDUCATION AND EXPERIENCE REQUIREMENTS:**

Bachelor's degree in Business Administration, Marketing or closely related field; supplemented by three (3) years experience in Booking and/or Marketing/Sales and training that includes supervisory and/or administrative duties or an equivalent combination of education, training, and experience. **Must possess sales and marketing experience relating to venue management.**

**HOW TO APPLY:**

Applications are available at the Cumberland County Courthouse, Human Resources, Room 25; or you may download an application at [www.co.cumberland.nc.us/downloads.aspx](http://www.co.cumberland.nc.us/downloads.aspx). Resumes will not be accepted in lieu of a completed county application. Please sign and date your application and submit to Cumberland County Human Resources, PO Box 1829, Fayetteville, NC 28302-1829; or submit to Cumberland County Courthouse, Human Resources, Room 25. **Open recruitment positions may be closed at any time without notice.**

**CONDITIONS OF EMPLOYMENT:**

Selected applicant must have or obtain, and maintain a valid North Carolina driver's license with an acceptable driving record; background check with local law enforcement agency required; and must submit to a drug-screening test and receive a negative result for the use of drugs specified in the county policy. Refusal to submit to testing or a confirmed positive test shall be basis for withdrawal of the conditional employment offer.

**GENERAL POSITION DESCRIPTION AND DUTIES:**

The position is to perform professional administrative and supervisory duties. As Director of Marketing and Sales, employee develops and implements Marketing and Sales strategies and promotes events. Position is responsible for booking events, developing and maintaining positive relationships with promoters, and using independent judgment and initiative in the administration of contracts, publicity, and promotions. Reports directly to the GM. Acts as primary booking agent for the facility. Serves as Public Information Officer for the facility. Acts as Primary Marketing and Sales representative locally, regionally and nationally. Conducts market research related to pricing, client expectations and facility service trends to ensure that the Crown Center remains highly competitive within the facilities market. Develops goals, Marketing and Sales plans, sponsorship opportunities and partnerships programs, and budgets. Attends conferences, conventions and trade shows to meet with promoters and agents for the purpose of garnering entertainment for the facility, marketing the facility, networking with counterparts from other facilities, and training and professional development. Corresponds with other agencies and organizations in developing Marketing and Sales materials. Develops and strives to meet optimal usage goals for the complex, assists in fostering coordinated sales efforts with members of the Convention and Visitors Bureau, Chamber of Commerce, Economic Development, Arts Council and other groups; maintains relations with representatives of potential user groups. In conjunction with the GM and AGM, coordinates scheduling/booking of events such as concerts, trade shows, sporting events etc. using booking and scheduling database. Compiles reports of events and usage for evaluating the achievement of the sales department; summarizes attendance; evaluates success of events; assists in planning rate structures, policy changes and developments. Establishes personal relationships and maintains contact with local, regional, and national trade media in order to direct in-house event advertising and promotional activities; oversees preparation, presentation and distribution of press kits and releases, fact sheets, event schedules and other promotional materials as they relate to the events. Prepares annual Marketing and Sales budget for review and approval. Designs and implements the promotions and sales programs for events at the complex. Directs Marketing staff in determining optimum target markets for each event and ascertains proper media to reach them and setting advertising timeline. Directs Marketing staff in arrangement of interviews with entertainers and facility representatives for media requests, maintenance of a filing system with updated advertising rates, all ads and PSA's sent and project lists as they relate to facility events advertising. Oversees development of the Crown Center websites and all promotional materials to ensure that they coincide with the desired image of the facility. Supervises personnel and projects of both the Marketing and Sales departments. Assists the AGM and GM with projects as needed. Coordinates the sales of suites, signage and major sponsorships for facility and events. Serves as primary contact for suite holders and coordinates suites staffing and other preparations for events. Assists Ticket Office with group sales, as needed. Performs related duties as required.

**KNOWLEDGE OF WORK PERFORMANCE INDICATORS:**

Has thorough knowledge of the methods, procedures and policies of Cumberland County as such pertains to the performance of the essential duties of Director of Marketing and Sales. Has thorough knowledge of principles and practices of representing the complex as primary Marketing and Sales representative. Has thorough knowledge of the laws, ordinances, standards, and regulations pertaining to the essential duties and responsibilities of the position. Has thorough knowledge of the organization of the department, and of related departments and agencies. Clearly understands the occupational hazards and safety precautions required to perform the essential functions of the work. Has considerable knowledge of terminology and related professional languages used within the department as such pertains to work responsibilities. Knows how to maintain cooperative and effective relationships with intra- and interdepartmental personnel, as well as any external entities with whom position interacts. Is skilled in use of popular and specialized computer-driven word processing programs.

**THE COUNTY OF CUMBERLAND HIRES ONLY UNITED STATES CITIZENS AND LAWFULLY AUTHORIZED ALIENS WHO ARE IN COMPLIANCE WITH THE IMMIGRATION REFORM AND CONTROL ACT OF NOVEMBER 6, 1986.**

CURRENT VACANCIES ARE ALSO LISTED ON OUR 24-HOUR JOB SERVICE LINE AT 678-7657 AND ON OUR WEBSITE – [www.co.cumberland.nc.us](http://www.co.cumberland.nc.us)  
**AN EQUAL OPPORTUNITY EMPLOYER.**