



Private Management for Public Facilities

Job Description

Position: Marketing Coordinator

Department: Marketing

Status: Salaried Exempt

Reports to: Director of Marketing & Corporate Sales

SUMMARY: Marketing Coordinator reports directly to the Director of Marketing & Corporate Sales. This person will be responsible for executing marketing plans for live events that take place at the American Bank Center.

Essential Duties and Responsibilities

- ❖ Support and work closely with Marketing & Corporate Sales Department—Marketing & Sales Coordinator, Marketing and Graphic Design Coordinator, and Department Director to ensure that all department initiatives are efficient and cohesive
- ❖ Work closely with core show teams-- box office manager, operations, finance and operations to ensure all marketing or media related information is communicated and teams are operationally prepared to handle such initiatives
- ❖ Work closely with Booking & Special Events Development Manager from the cultivation through the execution of upcoming events.
- ❖ Responsible for the overall development, implementation and financial settlement of strategic marketing plans.
- ❖ Provide relevant interdepartmental marketing support when needed, while maintaining consistent communication & establishing clear expectations
- ❖ Build strong relationships with local and external stakeholders
- ❖ Collaborate with strategic partners and relevant stakeholders to implement new promotions and create targeted non-traditional campaigns to reach various demographic populations.

- ❖ Develop creative marketing/promotional plans with outside promoters, management, and agents.
- ❖ Develop creative marketing/promotional plans with local media including the negotiation of rates and the implementation of paid/trade advertising schedules.
- ❖ Develop high impact promotions and strong consumer awareness for various events with a focus on non-paid media which results in driving ticket sales.
- ❖ Creating, organizing and maintaining show budgets and ad grids, in addition to invoicing and settling the advertising on each show.
- ❖ Coordinate the distribution of spots to both radio and television stations.
- ❖ Support the Director of Marketing & Corporate Sales with the coordination & fulfillment of any & all PR/Media requests or needs
- ❖ Responsible for the upkeep of press and contact lists
- ❖ Coordinate media interviews; phone-ins, remotes, in-studio, etc.
- ❖ Other duties as assigned

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are a 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

Bachelors' degree from an accredited university. 5 years of experience in advertising, marketing, media, live event management, or the music business, Live events preferred. A combination of education and experience equivalent to a degree will be considered.

Knowledge, Skills and Abilities

- ❖ Exceptional creative writing skills.
- ❖ Excellent communication, problem solving and organizational skills.
- ❖ Ability to multi-task under extreme deadline pressure in a fast-paced environment.
- ❖ Maintain an effective working relationship with clients, employees, exhibitors, patrons and others encountered in the course of employment.
- ❖ Ability to work with minimal supervision.
- ❖ Ability to work flexible hours based on events, including daytime, evening, weekends and holidays as needed.
- ❖ Be Familiar with the Corpus Christi and other outlying markets.

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 may be required to work both indoors and outdoors as required by the function. Must have the physical ability to maneuver around facility(ies), at times, walking and/or standing up to 8-14 hours daily as well as the

ability to frequently lift in the excess of 50 pounds. This position is also exposed to adverse conditions including inclement weather, noise fumes etc.

The company reserves the right to change or modify all job descriptions as needed. This description portrays in general terms the type and levels of work performed and is not intended to be all-inclusive or to represent specific duties of any one incumbent. The knowledge, skills, and abilities may be acquired through a combination of formal schooling, self-education, prior experience, or on-the-job training.

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