



Terrebonne Parish Consolidated Government

JOB DESCRIPTION

POSITION TITLE.....:	Sales &Marketing Coordinator
DEPARTMENT.....:	Houma-Terrebonne Civic Center
DIVISION.....:	Sales & Marketing
CLASSIFICATION/GRADE.....:	Sales & Marketing Coordinator/106
REVISED.....:	07/2017
REPORTS TO.....:	Sales & Marketing Manager
REVIEWED.....:	07/2017
WAGES.....:	Non-Exempt (Hourly)

SUMMARY:

This position provides assistance to the Sales & Marketing Manager in enhancing the image of the facility and promoting the facility and its events through event productions, media releases and marketing materials.

BASIC FUNCTIONS:

1. Assists with development and implementation of an effective marketing plan that increases brand awareness and venue rentals.
2. Assists with development, fundraising, and implementation of new or existing in-house produced events.
3. Establishes personal relationships with key personnel of the media, including newspapers, magazines, television, and radio for media placement and press coverage.
4. Creates and publishes a calendar of events, news releases, and feature stories about the facility and special events to be sent to the media.
5. Assists in setting advertising timelines. Gathers/checks bills for settlement.
6. Writes and produces marketing materials including sales sheets, proposals, brochures, flyers, posters, emails, and advertisements
7. Coordinates photogenic needs for special event documentation and promotional purposes
8. Coordinates content and updates for social media platforms and website.
9. Maintains a filing system with updated ad rates for TV and printed publications, all ads and PSA's sent, project lists, local and national magazines, etc.
10. Prepares and makes public presentations as deemed necessary.
11. Attends internal meetings and represents the facility at external meetings as deemed necessary.
12. Initiates written and oral communications internally and externally as deemed necessary.

OTHER REQUIREMENTS:

1. Serves as Manager on Duty for Civic Center events, if required, and assists the Sales & Marketing Manager with related projects as required.
2. Ability to communicate well, both written and orally.
3. Ability to establish and maintain effective working relationships with advertisers, users, employees and the general public.
4. Ability to assist with advertising, promotion and publicity programs.
5. Ability to work irregular hours as dictated by programming.

EDUCATION/EXPERIENCE:

1. Four-year degree in Marketing, Public Relations, Mass Communications, Journalism or related fields.
2. Combined education/experience may be evaluated to meet minimum requirements.
3. Working knowledge of Adobe CC, Wordpress, Facebook, Twitter, and Instagram.
4. Expert knowledge of Microsoft Word and Excel.