

FIELD ARTS & EVENTS HALL

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JOB DESCRIPTION: DIRECTOR OF SALES AND MARKETING – CONFERENCES & EVENTS

JOB SUMMARY

The Field Arts & Events Hall (Field Hall) seeks a full-time Director of Sales and Marketing for Conferences and Events. Field Hall is in the midst of completing a \$60M capital campaign. Construction has begun and an estimated opening time frame is set for July 1, 2023. Director of Sales and Marketing for Conferences and Events plays a critical role in designing and executing critical aspects of Field Hall's business plan, brand and build-out of the conference center.

ORGANIZATIONAL BACKGROUND

Field Hall's **mission** is to provide a home for arts and events that brings people together and strengthens our community.

Field Hall's **vision** is to inspire, nurture and empower the local arts community and to enrich the cultural life and educational experience of residents and visitors by merging arts, science, and culture and sparking economic development.

Field Hall's **values** respects all peoples and cultures through arts excellence and inclusive programming, and is a welcoming place for all in our community to connect through creativity.

Field Hall will:

- Serve, strengthen, and showcase arts and culture in Port Angeles.
- Draw people of all ages and backgrounds to downtown Port Angeles for a variety of activities year-round.
- Celebrate what is unique about Port Angeles and enhance its reputation.
- Be a core piece of Port Angeles' identity – a source of community pride.

With its 500-seat multi-purpose auditorium, 400-seat state-of-the-art conference facility, art gallery, catering kitchen, and coffee shop, Field Hall represents the newest and most significant arts, entertainment, and special events combination found anywhere in the region.

As a performing arts center, Field Hall will serve the North Olympic Peninsula as a host for artistic programming produced by new and existing local nonprofit performance,

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cultural, and education groups and as a presenter of world-class artistic and cinematic programming to audiences.

As a venue for conferences and events, Field Hall will serve as a modern critically-needed venue for community gatherings, meetings, non-profit seminars, and local business events as well as a full-service event center for regional and national conferences, sales and marketing events, tourism conclaves, etc.

Sitting immediately adjacent to the City's new waterfront esplanade, the building features breathtaking views of Vancouver Island, the Strait of Juan de Fuca to the North, and the Olympic Mountains to the South. In so doing, its architecture captures the vibrancy, sense of community, and natural beauty of the surrounding area.

ESSENTIAL JOB FUNCTIONS

The Director of Sales and Marketing will direct policy, technology infrastructure, programming, financial management, sales & marketing, operations and community relations for the Field Hall Conference Facility.

In the first six months it is expected the successful candidate will:

1. Develop and implement a strategic marketing and sales plan inclusive of the creation and distribution of materials.
2. Plan and oversee the build-out of the sales platform on the Field Hall website.
3. Develop County-wide partners to enhance program offerings to clients.
4. Create a rental pricing structure.
5. Create annual budget.
6. Design all labor needs for event programs.
7. Establish preferred caterers using an RFP process.
8. Establish MOU's with local lodging partners.
9. Sell events July 1, 2023 and onwards

Essential duties and responsibilities include the following. Other duties, responsibilities, and activities may change or be assigned at any time with or without notice.

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Overall Responsibilities

- Develop and implement strategic marketing and sales plans.
- Develop effective programs for the successful future of the facility.
- Overall management of all service providers and venue partners to ensure conference center service standards are maintained, revenue and expense forecast are established and research industry trends to stay ahead of competition.
- Lead and manage a team of Sales, Catering, and Admin team members to provide the best service to our clients and guests with a focus on creating a Win-Win for Field Hall and our customers.
- Train and develop staff to increase skills and abilities in their respective areas as well as cross-training to assist other team members.
- Maintain and promote a teamwork environment with effective and clear communication amongst co-workers.
- Set example through professional, friendly attitude towards clients and co-workers, timely response to clients and co-workers' needs, and observance of sales office standards.
- Follow and track Field Hall cross-sales procedures and programs.
- Lead a weekly sales meeting to strategize about the coming week and recap the previous week.
- Reviews monthly how the property is doing compared to forecast in actuals and pickup.
- Complete other duties and tasks necessary for a smooth flow of business and as requested by management.
- Primary liaison between Field Hall Conference Center and all other departments.
- Primary liaison between Field Hall and all service providers throughout the County.
- Works with Catering teams to foster relationships, build a client base, and create a strong local catering strategy.
- Work closely with Banquets and Food & Beverage teams to seamlessly execute Catering Events for the clients.
- Design protocol to calendar events in cooperation with other Field Hall departments and programs

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Sales

- Responsible for overall sales office strategies, plans, and programs.
- Solicit, negotiate, and book new and repeat business through efforts (outside sales calls, telemarketing, mailings, networking, etc.) to meet/exceed revenue goals.
- Develop and foster client relationships.
- Attend area industry meetings.
- Actively promote Field Hall locally and nationally
- Work with staff to develop a sales strategy and effective implementation of segments: PC, SMERF, Government, Company Meetings, Weddings, etc.
- Be active in the local community to promote our facilities, Events, and reputation to drive business
- Approve all Sales contracts, Banquet Event Orders, and other documents to secure and carry out functions and events.
- Monitor competitor products, sales and marketing activities.
- Establish and maintain relationships with industry influencers and key strategic partners.
- Represent company at trade association meetings to promote sales.
- Meets with key clients, maintains relationships, negotiates and closes deals.

Marketing

- Plan and oversee advertising and promotion activities including print, online, electronic media, and direct mail.
- Oversees and evaluates market research and adjusts marketing strategy to meet changing market and competitive conditions.
- Responsible for managing advertising ad spending
- Oversee creative development of advertising campaigns
- Strategic planning and oversight of Social media effort
- Ensures effective control of marketing results, and takes corrective action to guarantee that achievement of marketing objectives falls within designated budgets.
- Establishes and maintains a consistent brand image throughout all materials, and events.

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Finance

- Develop and manage sales and marketing operating budgets.
- Manage day-to-day budget
- Guides preparation of financial, marketing and sales activity reports and presents to executive team.
- Creates and distributes bi-weekly P&L
- Provide forecast reports to achieve projected budget.
- Reviews and analyzes sales performances against programs, quotes and plans to determine effectiveness.
- Ensure Field Hall meets or exceeds budgeted goals.

Infrastructure

- Hiring, coaching and leading events department.
- Directs staffing, training, and performance evaluations for all sales, marketing, and event programs.
- Provide marketing/e-commerce strategy and direction
- Develop policy recommendations for approval and implementation.
- Directs technology conference center software to support CRM and integrate with all Field Hall departments

KNOWLEDGE, SKILLS & ABILITY

Comprehensive knowledge of modern principles, best practices, trends and techniques involve in the management of public events and conference center operations.

Considerable knowledge of modern management practices, public relations and promotion techniques, contracts and license agreement applications, human resources, guest services, trade publications on developments and information relating to the hospitality as well as business.

Ability to plan, assign, direct and coordinate the work of conference center staff in a manner that promotes optimal performance, write and speak clearly and succinctly in a variety of communication settings; set clear objectives and specific measures to monitor progress; establish and maintain effective working relations.

Demonstrates leadership and shares the Field Arts & Event Hall's vision, mission and values. Communicates in a positive way, clearly communicating goals and expectations. Clearly and consistently inspires staff to achieve the highest standards and results. Displays decisive and firm leadership

when necessary. Is professionally disciplined and respectful. Effectively and promptly deals with team performance issues. Adapts positively to changing situations. Handles criticism well, admits mistakes and makes corrections quickly and willingly.

Well versed in proprietary conference and event softwares, Microsoft Office Suite, Wordpress and generally proficient with computers and technology.

SUGGESTED MINIMUM QUALIFICATIONS

Graduation from an accredited college or university with a bachelors degree in public or business administration, hospitality or facilities management, or equivalent experience, with five (5) years of progressively responsible experience managing a major business unit or public assembly facility.

Exceptional organizational skills with the ability to adapt to a fast-paced working environment.

A collaborator who brings inspiration and fun to the team.

OTHER COMPETENCIES

- Pursues work with drive, energy, and a strong accomplishment orientation;
- Shows respect and sensitivity for cultural differences; treats people with respect; works ethically and with integrity; upholds organizational values;
- Reacts well under pressure; treats others with respect and consideration regardless of their status or position; exhibits a high degree of emotional intelligence
- Adapts to changes in the work environment; and
- Observes safety and security procedures.

PHYSICAL REQUIREMENTS

- Ability to lift, push, and/or pull up to 15 pounds; ability to assist in setting up for events;
- May require driving in inclement weather; and
- Frequent standing, sitting, and walking.

COMPENSATION

\$65-80K, DOE, plus full benefits.

- Health
- Dental
- Vision

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- Retirement match (403b)

As an equal opportunity employer, we highly encourage people of color and any minority group to apply.

To apply, please send resume, cover letter, and at least three references to Steven Raider-Ginsburg, Executive Director, at steve@fieldhallevvents.org.

The position will remain open until filled.