

MONONA TERRACE ASSOCIATE DIRECTOR

CLASS DESCRIPTION

General Responsibilities:

This is responsible managerial, supervisory and professional work as a second-line management position of the Monona Terrace Convention Center. Positions in this classification may have responsibility for supervising the activities and staff of the Business Office, managing the Center's computerized event business management system, coordinating the human resource management functions, and supervising the operations of the Center, or may be responsible for directing sales, marketing, gift shop, public and community relations, tourism and volunteer services, and event services, both directly and through subordinate supervisors. The work is characterized by the use of independent judgment and discretion in a wide variety of administrative and programmatic areas where decision-making cannot be standardized and operational situations often require immediate action. The positions work under the general supervision of the Monona Terrace Director and is in charge of the Convention Center in the Director's absence.

Examples of Duties and Responsibilities:

Finance and Operations

Oversee all aspects of the business office and facility operations of the Monona Terrace Convention Center including planning and organizing work and resources as required to ensure the highest level of service possible. Supervise operational event management, physical plant staff, and/or service providers of the Convention Center.

Oversee the development of necessary business systems and procedures to ensure efficient, effective operations and recordkeeping, and develop and monitor the fiscal systems and operations of the Center's Gift Shop and other cash revenues streams. Work with the Gift Shop Manager to develop and monitor inventory control, cash control, sales, and other related business and fiscal systems and reports.

Prepare monthly financial statements for the Director and the Monona Terrace Board of Directors. Prepare and submit oral and written fiscal reports as required such as an Annual Business Plan, audits, sales analyses, reports, etc. Develop and recommend improvements to existing accounting and internal fiscal control systems.

Oversee the billing and collection of ancillary sales and all event rentals, including catering, equipment and service fees. Make collection calls for past due invoices. Write letters, and have written or verbal communications with collection agencies. Collect on non-sufficient-funds checks.

Oversee the collection of payments, including payments on behalf of the food service vendor, and financial compliance with contract provisions by the food service vendor. Conduct spot

checks of vendor's cash receipts. Supervise the annual audit of food service contractor activities.

Assist with the development of revenue generating products and services. Analyze return on investment and prepare product cost-benefit analyses as necessary. Work with other managers to create and produce financial reports that will help them to better understand and/or improve their operations.

Monitor compliance with Small Business Goals as established by the Monona Terrace Board of Directors and with contract specific Disadvantaged Business Enterprise (DBE) goals established by the City's Contract Compliance Office.

Supervise the budget and reimbursements as per contract with the Greater Madison Convention and Visitors Bureau.

Serve as senior system administrator for the Center's Event Business Management System including the development of procedures for the facility. Act as liaison with all applicable agencies (internal and external to the City) in regard to the development, improvement and/or implementation of computer systems and/or the installation and utilization of necessary equipment. Ensure that staff receives the training and on-going support necessary to effectively use the system.

Serve as the personnel administrator for Monona Terrace. Authorize hiring certification. Oversee payroll and personnel transaction processing and recordkeeping. Work with other City agencies and staff, and serve as the primary Monona Terrace liaison relative to the employment affairs of Monona Terrace. Participate in complaint and grievance resolution, recruitment and promotional processes. Coordinate the preparation of related reports. Serve as a resource in the analysis of performance and disciplinary issues.

Marketing/Events/Community & Public Relations, Building Maintenance

Develop, implement, and administer the sales and marketing plans for the Monona Terrace Community and Convention Center. Direct market research activities. Oversee planning, development, maintenance, and revisions of the Monona Terrace website. Create the sales and marketing plan including goals, revenues, marketing strategies and positioning, direct sales plans, trade show participation, advertising, sales literature, and promotional efforts. Develop and recommend the annual sales and marketing budget to the Director. Review and approve area expenditures as they relate to approved budgetary guidelines. Research, recommend and justify the annual user rate structure pricing.

Serve as primary City contact for the day-to-day administration of the contract with the Greater Madison Convention and Visitor Bureau (GMCVB), including activities relating to marketing Madison as a destination. Review and approve GMCVB expenditures and convention and conference contracts before they go to a client and after they are returned. Review and approve the city portion of the GMCVB budget and sales and marketing plan. Engage in strategic planning for marketing Madison as a destination and Monona Terrace for

conventions and conferences. Assist the Director with GMCVB negotiations, including data analysis, market trend analysis, and making recommendations regarding GMCVB goals.

Direct the development, implementation, and administration of the event detailing plans and customer service activities of the event services staff. Integrate event services functions with sales functions to provide a seamless service experience for clients.

Set goals for the Sales Manager and Sales Associates and determine incentive compensation payout based on goal achievement.

Plan and coordinate cooperative sales campaigns and materials in association with the food service vendor, the Greater Madison Convention and Visitors Bureau and other business and community partners. Develop and maintain cooperative arrangements with the GMCVB to ensure maximum exposure and usage of the Monona Terrace Convention Center.

Develop the marketing portion of the Center's business plan and participate in the overall development of the plan with other senior managers and the Director. Develop image/branding strategies and manage and control trademarks for Monona Terrace.

Oversee the development and implementation of a comprehensive public and community relations program including community events relevant to the goals and objectives of Monona Terrace Community and Convention Center which includes recognition as a community center and a tourist destination. Oversee the development of community-wide usage of the facility for the benefit of citizens and organizations in the area. Direct a continuous program of public information and outreach on the Convention Center and its activities. Oversee promotional programs, fundraising activities and community involvement and usage of the facilities.

Oversee an ongoing customer survey process. Create, design and maintain customer and guest surveys. Provide statistical analysis of survey results, periodic reports and recommendations based on findings.

Establish strategic direction and support the Friends of Monona Terrace Board. Through subordinate supervisor direct marketing efforts, membership campaigns, fundraising plans and oversee the creation, coordination and management large-scale public fund-raising events. Serve as liaison to Monona Terrace staff and Board of Directors. Develop financial support programs for Monona Terrace.

Market Monona Terrace as a community and tourism destination including overseeing the efforts of the Greater Madison Convention and Visitors Bureau, the Wisconsin Association of Tourism Attractions and the State's Department of Tourism. Create, through subordinate staff, programs and promotions that encourage hub-and-spoke tourism within the region.

Oversee through Gift Shop Manager the development and administration of the Monona Terrace merchandising program including such activities as identification of appropriate merchandise, coordination of catalog, internet and gift shop sales and sales of Monona Terrace merchandise to outlets in and outside the community; and coordination of sales and

merchandise production with outside vendors. Develop business plans and proposals as necessary.

Manage the development and oversee the design and administration of a comprehensive volunteer program through a subordinate supervisor. Ensure that the volunteer program is effectively integrated in the diverse operations of the Center and that it is appropriately marketed to the community.

Attend or oversee staff attendance at sales conferences, trade shows, and other related events to promote Monona Terrace usage and develop clientele. Make or oversee sales and educational presentations to generate potential Center users. Assist Monona Terrace and GMCVB staff as needed with major client representatives to finalize agreements and conduct facility tours to point out features and facility capabilities. Explain policies, services and fees and answer questions relative to facility usage and booking. Oversee distribution of materials and bid proposals to requesting businesses and organizations.

Both positions

Manage subordinate supervisors responsible for the day-to-day activities of the facility. Provide leadership on personnel and labor issues. Hire, train, evaluate, and discipline lower level staff and assist supervisors with grievance resolution.

Respond to all customer comments and concerns as appropriate. Problem solve complex client issues, when not resolved by line and supervisory staff.

Develop guidelines and specifications for vendor service contracts. Prepare RFP's for professional services and vendor contracts relating to the areas of responsibility. Process bids through the selection process, hire consultants and administer resultant services and vendor contracts. Review contracts for accuracy and propriety. Monitor for contract compliance and maintain records of service and payments to Monona Terrace.

As a member of the Sr. Management Team, develop operational policies, procedures, and service changes which will improve client satisfaction and operational efficiency. Participate in the ongoing review of policies and procedures in other program areas and provide input and recommendations on how these procedures will affect the sales and events services activities and overall Convention Center operations. Participate in long-range and short range Monona Terrace planning activities. Provide direct assistance to the Monona Terrace Director in all phases of front-of-house operations. In the Director's absence, assume overall responsibility for Monona Terrace operations on a rotating basis. Represent the Director and the Center and make presentations at various community functions.

Attend meetings of boards, committees, commissions, and staff groups on a regular basis as the representative of the Center. Participate as a member of the management "on-call" team to deal with problems at night and on weekends as required by Convention Center activities.

Coordinate activities between Convention Center units and with other departments and governmental agencies.

Develop Capital and Operating budget proposals and justification and recommend to Director. Submit information and data to the Business Manager for final budget preparation. Identify necessary capital improvements and repairs. Review and approve area expenditures on an ongoing basis. Review the purchase of equipment and supplies.

Perform research, edit and write materials and reports, and provide direct assistance to the Monona Terrace Director in all phases of the Convention Center operations.

Perform related work as required.

QUALIFICATIONS

Knowledge, Skills and Abilities:

Finance and Operations

Thorough knowledge of business and municipal accounting, financial and internal control practices and procedures and the ability to apply them to a variety of situations. Working knowledge of cost accounting practices and procedures. Ability to gather and analyze data and conduct audits. Ability to create business plan and financial projections. Ability to financially analyze and develop revenue generating products and services. Ability to draft product or service specifications and recommend cost-effective purchasing agreements. Ability to do cost/benefit analysis. Ability to understand and communicate procurement-related policies and procedures to vendors and staff. Ability to make and verify mathematical calculations, and maintain accounting and other type of records.

Marketing/Events/Community & Public Relations, Building Maintenance

Thorough knowledge of marketing, sales, advertising, and public relations, media, promotions, customer service, community relations theories techniques and practices, event services, and promotional theories, techniques, and practices. Thorough knowledge of event plan, marketing plan, public and community relations plans and budget development techniques. Thorough knowledge of and ability to apply yield management techniques to management of the sales activities. Ability to develop, implement, and oversee effective events, sales, marketing plans, projects, budgets, and programs. Ability to develop sales, marketing, and event services program components and administer details and cooperative efforts. Ability to develop and present convincing and persuasive sales presentations and close sales.

Both positions

Thorough knowledge of the principles, procedures and practices relating to the administrative, physical and programmatic operation of a convention center. Thorough knowledge of the principles and practices of business/public administration and management particularly in the areas of customer service, convention and trade show management, lease negotiation, fiscal planning and control, and personnel. Working knowledge of office

procedures. Working knowledge of relevant computer operations, word processing, data management and spreadsheet software. Working knowledge of the laws, rules, principles, and practices associated with supervision and management of employees. Ability to think and act entrepreneurially. Ability to work independently; to perform multiple, unrelated duties at the same time, and to organize work effectively and efficiently. Ability to understand, carry out, and/or issue oral and written instructions. Ability to plan, direct and supervise the work efforts of subordinate staff and provide necessary training. Ability to hire, train, supervise, evaluate and discipline employees. Ability to establish and maintain effective working relationships with subordinate staff, customers, other City employees, and contractors. Ability to listen to the needs of potential customers and develop recommendations which address those needs. Ability to negotiate cooperative agreements, vendor, and facility rental contracts. Ability to provide leadership in stressful situations. Ability to communicate effectively, both orally and in writing, and to make presentations to groups of varying sizes. Ability to operate a computer and use word processing, database, spreadsheet and accounting software, and to understand facility-wide systems and their impact on operations. Ability to prepare meaningful and concise reports. Ability to operate common office equipment, personal computers, portable radios, telephone. Ability to attend meetings outside of regular work hours, including evenings and weekends. Ability to maintain adequate attendance.

Specific Knowledge, Skills, and Abilities may be added as required for specific positions.

Training and Experience:

Generally, positions in this classification will require:

Finance and Operations

Three years of professional accounting, auditing, or other fiscal functions in a business setting, including or supplemented by at least one year of supervisory responsibility. Such experience would normally be gained after graduation from an accredited college or university with a Bachelor's degree in Accounting or a degree in a related program which included completion of significant Accounting coursework.

Marketing/Events/Community & Public Relations, Building Maintenance

Three years of directly related experience in managing marketing and event services programs and staff in the convention, hotel, and/or hospitality industry, including or supplemented by community relations responsibilities. Such experience would normally be gained after graduation from an accredited college or university with a Bachelor's degree or major in marketing, business administration, public relations, communications or a related field.

Both Positions

Other combinations of training and/or experience which can be demonstrated to result in the possession of the knowledge, skills and abilities necessary to perform the duties of this position will also be considered.

Specific training and experience requirements will be established at the time of recruitment.

Necessary Special Requirements:

Ability to meet the transportation requirements of the position.

Incumbents will be expected to attend meetings outside regular work hours, including evenings and weekends.

Department/Division	Comp. Group	Range
Monona Terrace Convention Center	18	14

Approved:

Brad Wirtz Date
Human Resources Director