

CITY OF MADISON POSITION DESCRIPTION

1. Name of Employee (or "vacant"):

William Zeinemann

Work Phone: 261-4010

2. Class Title (i.e. payroll title):

Monona Terrace Associate Director

3. Working Title (if any):

Director of Marketing and Events

4. Name & Class of First-Line Supervisor:

Gregg McManners, Monona Terrace Director

Work Phone: 261-4020

5. Department, Division & Section:

Monona Terrace

6. Work Address:

One John Nolen Drive

7. Hours/Week: 38.75

Start time: End time:

8. Date of hire in this position: 12-9-96

9. From approximately what date has employee performed the work currently assigned:

12-10-10

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10. Position Summary:

This is responsible managerial and professional administrative work as a second-line management position for the Monona Terrace Community and Convention Center. The work involves independent supervisory and program administration responsibility for the maintenance, audio-visual services, sales, marketing, gift shop operations, public and community relations, tourism and volunteer services, and event services activities of the Center, including the oversight of lower level supervisors relative to maintenance and audio-visual services, event services, gift shop, public and community relations activities, community events, tourism and volunteer services, and sales activities. In addition, this position administers the City's contract with the Greater Madison Convention and Visitor Bureau (GMCVB) and other vendor and service contracts and develops and implements directly and through staff the public and community relations, sales and marketing plans for the Center. The work is characterized by the regular exercise of independent judgment and discretion in a wide variety of administrative and programmatic areas where decision-making cannot be standardized and sales, media, customer service and operational situations often require immediate action. The work is performed under the limited supervision of the Monona Terrace Director and this position is in charge of Monona Terrace on a rotating basis in the Director's absence.

11. Functions and Worker Activities: (Do NOT include duties done on an "Out-of-Class" basis.)

- 20% A. Develop, implement, and administer the sales and marketing plans for the Monona Terrace Community and Convention Center.
1. Direct market research activities.
 2. Oversee planning, development, maintenance, and revisions of the Monona Terrace web site
 3. 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.
 4. Develop and recommend the annual sales and marketing budget to the Director.
 5. Review and approve area expenditures as they relate to approved budgetary guidelines.
 6. Develop policies, systems and procedures.
 7. Research, recommend and justify to Monona Terrace Board the annual user rate structure pricing changes.
 8. Develop the marketing portion of the Center's business plan and budget and participate in the overall development of the business plan with other senior managers and the Director.
 9. Plan and coordinate cooperative sales campaigns and marketing materials in association with the food service vendor, the Greater Madison Convention and Visitors Bureau and other business and community partners.
 10. Assist the Gift Shop Manager with marketing of the gift shop.
 11. Develop image/branding strategies and manage and control trademarks for Monona Terrace.
 12. Make or oversee sales and educational presentations to generate potential Center users.
 13. 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.
 14. Explain policies, services and fees and answer questions relative to facility usage and booking.
 15. Oversee distribution of materials and bid proposals to requesting businesses and organizations.
- 15% B. As part of the Sr. Management Team, develop operational policies, procedures, and service changes which will improve client satisfaction and operational efficiency.
1. 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.
 2. Participate in long-range and short range Monona Terrace planning activities.
 3. Provide direct assistance to the Monona Terrace Director in all phases of front-of-house and maintenance/physical plant operations.
 4. In the Director's absence, assume overall responsibility for Monona Terrace operations on a rotating basis.
 5. Represent the Director and the Center and make presentations at various community functions.
 6. Serve as staff liaison to the Monona Terrace Board Marketing Committee, Monona Terrace Board program and use Committee, Monona Terrace Event Assistance Fund Executive Advisory Committee. Serve on ad hoc committees as needed.
 7. Prepare RFP's for professional services and vendor contracts relating to the areas of responsibility.
 8. Process bids through the selection process, hire consultants and administer resultant services and vendor contracts.
 9. Develop business plans and proposals as necessary.
- 10% C. 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.
1. Oversee the development of community-wide usage of the facility for the benefit of citizens and organizations in the area.
 2. Direct a continuous program of public information and outreach on the Convention Center and its activities.

3. Oversee promotional programs, fundraising activities and community involvement and usage of the facilities.
 4. Establish strategic direction and support the Friends of Monona Terrace Board.
 5. Serve as liaison to Monona Terrace staff and Board of Directors.
 6. Develop financial support programs for Monona Terrace.
 7. Through subordinate supervisor direct marketing efforts, membership campaigns, fundraising plans, and oversee the creation, coordination and management large-scale public fund-raising events.
- 10% D. Develop separate Operating budget proposals and necessary analysis and documentation for the annual budget process for the following work units: Sales and Marketing, Event Services, Tourism, Community Relations, Maintenance, Audio-visual.
1. Provide direct assistance to the Monona Terrace's Director in the presentation and justification of the budget components.
 2. Develop Capital budget proposals and justification and recommend to Director. Identify necessary capital improvements and repairs.
 3. Review and approve area expenditures on an ongoing basis. Review the purchase of equipment and supplies.
- 30% E. Supervise the efforts of subordinate supervisors responsible for the day-to-day activities of maintenance and audio-visual services, tourism, community events and community & public relations, sales associates, booking coordinator, event services coordinators, and clerical staff.
1. Provide leadership to subordinate supervisors on personnel and labor issues such as hire, train, evaluate, and discipline lower level staff and assist supervisors with grievance resolution.
 2. Set goals for Sales Associates and determine incentive compensation payout based on goal achievement.
 3. Respond to all customer comments and concerns relative to A/V, catering, event services, sales, accounts receivable, and operations issues.
 4. Problem-solve complex client issues, when not resolved by line and supervisory staff.
 5. Through subordinate supervisor develop, implement, and administer the event detailing plans and customer service activities of the event services staff.
 6. Integrate event services functions with sales functions to provide a seamless service experience for clients.
 7. Create, design and maintain customer and guest surveys.
 8. Provide statistical analysis of survey results, periodic reports and recommendations based on findings.
 9. Through subordinate supervisor develop and oversee the design and administration of a comprehensive volunteer program.
 10. Ensure that the volunteer program is effectively integrated in the diverse operations of the Center and that it is appropriately marketed to the community.
 11. Attend or oversee staff attendance at sales conferences, trade shows, and other related events to promote Monona Terrace usage and develop clientele.
 12. Through subordinate supervisor oversee development, implementation and improvement of MT computer networks and systems (independent of City IT).
 13. Through subordinate supervisor oversee LEED-EB green building and coordination of MT sustainability efforts.
- 15% F. 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.
1. Review and approve GMCVB expenditures and convention and conference contracts before they go to a client and after they are returned.
 2. Review and approve the city portion of the GMCVB budget and sales and marketing plan.
 3. Engage in strategic planning for marketing Madison as a destination and Monona Terrace for conventions and conferences.
 4. Assist the Director with GMCVB negotiations, including data analysis, market trend analysis, and making recommendations regarding GMCVB goals.

5. 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.
6. Create, through subordinate staff, programs and promotions that encourage hub-and-spoke tourism within the region.
7. Develop and maintain cooperative arrangements with the GMCVB to ensure maximum exposure and usage of the Monona Terrace Convention Center.

12. Primary knowledge, skills and abilities required:

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. 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 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. 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.

13. Special tools and equipment required:

14. Required licenses and/or registration:

15. Physical requirements:

16. Supervision received (level and type):

17. Leadership Responsibilities:

- This position: is responsible for supervisory activities (Supervisory Analysis Form attached).
 has no leadership responsibility.
 provides general leadership (please provide detail under Function Statement).

18. Employee Acknowledgment:

- I prepared this form and believe that it accurately describes my position.
 I have been provided with this description of my assignment by my supervisor.
 Other comments (see attached).

EMPLOYEE

DATE

19. Supervisor Statement:

- I have prepared this form and believe that it accurately describes this position.
 I have reviewed this form, as prepared by the employee, and believe that it accurately describes this position.
 I have reviewed this form, as prepared by the employee, and find that it differs from my assessment of the position. I have discussed these concerns with the employee and provided them with my written comments (which are attached).
 I do not believe that the document should be used as the official description of this position (i.e., for purposes of official decisions).
 Other comments (see attached).

SUPERVISOR

DATE

Note: Instructions and additional forms are available from the Human Resources Dept., Room 501, City-County Bldg. or by calling 266-4615.