



EXECUTIVE DIRECTOR OF MARKETING, SALES AND SPONSORSHIPS

Salary: Commensurate with experience

Work Address: Kentucky Exposition Center
937 Phillips Ln., Louisville, KY 40209

Kentucky International Convention Center
221 S. 4th St., Louisville, KY 40202

KENTUCKY EXPOSITION CENTER

937 Phillips Ln
Louisville, KY 40209
Phone: 502.367.5000

KENTUCKY INTERNATIONAL CONVENTION CENTER

221 S Fourth St
Louisville, KY 40202
Phone: 502.595.4381

www.kyvenues.com

Kentucky Venues' two major convention and exposition facilities – the Kentucky Exposition Center and the Kentucky International Convention Center – work with regional, national and international clients to host world-class events. Kentucky Venues also produces signature events annually: Kentucky State Fair, World's Championship Horse Show, National Farm Machinery Show, Championship Tractor Pull, North American International Livestock Exposition, and the North American Championship Rodeo.

Kentucky Exposition Center:

The Kentucky Exposition Center (KEC) is one of the largest exposition facilities in North America. It hosts some of the worlds most recognized events and trade shows with 1.2 million square feet of contiguous meeting space. There are 54 flexible meeting rooms, two arenas and 300 acres of outdoor exhibit and demonstration space which is all highly configurable to the specific needs of our clients.

Kentucky International Convention Center:

The Kentucky International Convention Center (KICC) is located in the heart of Downtown Louisville and hosts a full calendar of major conventions, conferences, expositions and private events. KICC reopened in late 2018 after a \$207 million renovation yielding a multitude of eco-conscious designs and pre-function spaces featuring modern glass facades overlooking the cityscape. The facility boasts 200,000 square feet of Class A exhibit space and 52 adaptable meeting rooms.

Kentucky Venues is governed by the Kentucky State Fair Board.

Work schedule can include nights, weekends and holidays as required. Benefits include life, health, dental and vision insurances, free parking, paid personal and sick leave, and state employee pension.

Job Description:

The Executive Director of Marketing, Sales and Sponsorships has full responsibility for all aspects of the organization's business operations including developing and executing effective new client marketing strategies, securing sponsors for in-house-produced events and construction projects and directing the development of strategic client relationships to cultivate the vision of promoting Kentucky Venues' properties as premier event venues.

WE SET THE STAGE. YOU STEAL THE SHOW.



Essential Functions:

- Leads, coordinates and develops marketing, sales and sponsorship staff; responsible for effective employee relations including efficient delegation of duties, fostering high staff morale and increased employee retention.
- Analyzes operations to evaluate departments' performance in meeting objectives and determines areas of potential efficiencies, program improvement and policy revisions.
- Evaluates marketing strategies, based on knowledge of establishment objectives, market characteristics, competitors and expense/revenue factors.
- Coordinates marketing activities and policies promoting Kentucky Venues and org-produced events, working with third-party advertisers and promoters in conjunction with Executive Director of Communications.
- Uses strategic planning skills to ensure the sale and profitability of services, analyzing business development and market trends for venue management.
- Coordinates policies and projects amongst Sales, Sponsorships and relative departments to ensure maximum ROI and increased productivity.
- Implements corrective action plans to address departmental challenges as well as coordinates plans across the organization's department leaders.
- Reviews staffing plans and reports to recommend approval or suggest revisions in order to accomplish client satisfaction while maintaining costs.
- Presents information at internal and external meetings to promote services, exchange ideas and accomplish objectives; serves as liaison between the organization, stakeholders and public officials.
- Identifies business development opportunities for increased revenue.
- Enhances business development, improving operational excellence and customer service practices to remain competitive in the national convention and tradeshow markets.
- Facilitates high-level coordination with other departments to maximize availability, presentation and client use of all leasable space and services.
- Establishes and maintains best-in-class customer service practices across all areas of responsibility, exemplifying organizational core values and service expectations.
- Administers and carries out policies as determined by management in conjunction with the Board while maintaining effective relationships with stakeholders, public officials, clients, and the public.
- Performs market analyses to find opportunities to increase business; works with Communications and Guest Services to create internal and external promotions.
- Reviews special events contracts for profitability and feasibility and makes recommendations for adjustments as necessary.
- Participates in preparing annual budget in conjunction with CFO and President & CEO; participates in developing short and long-term goals for revenue growth and cost control measures.

Physical and Mental Demands (must be met with or without reasonable accommodations to perform essential functions):

- Consistently remains stationary within an office workstation and operates a computer to accomplish a majority of duties.
- Frequently operates office devices including some or all of, but not limited to: calculators, telephones, copy/fax machines and printers.
- Frequently moves about office areas and regularly moves about multiple acres of facility space, including traversing stairs, ramps, escalators and elevators and maneuvering through heavily occupied spaces.
- Consistently functions and works effectively within a moderate-to-high pressure event-

driven environment, according to a stringent schedule.

Work Environment and Hours of Work:

- Office setting with minimal-to-moderate noise levels as well as an event facility setting with moderate-to-high noise levels.
- Regular work hours are during the day Monday-Friday, but it is expected that the Executive Director will attend meetings and events beyond these hours as necessary.
- Travels locally and/or regionally for sales calls and attends industry meetings as necessary.
- Consistently available to respond to urgent matters beyond regular work hours, or clearly communicates to President & CEO and other staff of a designee at a given time.
- Limited exposure to high-allergen environments in order to observe or evaluate event or facility operations.

Knowledge, Skills and Abilities:

Knowledge of:

- Administration and management principles involved in strategic planning, effective leadership techniques, and coordination of people and resources.
- Current sales and marketing industry best practices and procedures, particularly regarding event contracting of a convention center, arena, or similar public assembly facility.
- Current best practices and procedures of implementing effective sponsorships programs.
- Revenue programs and potential revenue-generating opportunities relative to a multi-function convention center operation.
- Customer and guest service principles, inclusive of customer needs assessment and evaluation of customer satisfaction, best practices and quality standards in order to provide first-class service and monitor service delivery.
- Media production, communication, and dissemination techniques and methods including alternative ways to inform and entertain via written, visual and virtual methods.

Skilled at:

- Providing leadership and management guidance over a wide range of departmental staff.
- Negotiating, in person and in writing, with representatives of private businesses, public agencies and various clients, partners and sponsors to achieve successful results representing the best interests of Kentucky Venues.
- Delivering effective presentations to small and large groups.
- Problem-solving for long-term resolutions of complex scenarios and for immediate situations.
- Meeting high standards of service and maintaining effective client relationships.

Ability to:

- Comprehend and make inferences from written material.
- Work cooperatively with employees, management, and a wide range of local stakeholders including: public officials, Louisville Tourism, Louisville Sports Commission, Louisville Hotel Association, Kentucky Derby Festival and representatives of community attractions and the general public.
- Achieve established objectives with minimal guidance and supervision.
- Activate an entrepreneurial spirit – is forward-thinking and committed to the operational and fiscal success of the organization as a whole.

Education and Experience:

- Bachelor's degree from an accredited college or university with major course work in

- marketing, business administration, event management or a related field.
- Five or more years of senior or executive level sales experience at an event, entertainment, hospitality or other major public facility.
 - Five or more years of senior or executive level supervisory responsibility.

Direct Reports:

Marketing personnel, Sales Directors, Sales Managers, Sales Coordinator, Contracts Administrator, Sponsorships staff

Additional Requirements:

Applicants of and employees filling this position may be required to submit to a background check.

Application Process:

Interested applicants should email a letter of interest, résumé and three professional references to:

Jessica Dunkelberger, Executive Office Manager and Board Liaison
Kentucky Venues
Jessica.Dunkelberger@kyvenues.com

The subject line of the email shall state “Executive Director of Marketing, Sales and Sponsorships Vacancy”.

The Commonwealth of Kentucky does not discriminate on the basis of race, color, religion, sex, national origin, sexual orientation, gender identity or expression, ancestry, age, pregnancy or related medical condition, marital or familial status, disability, veteran status, political affiliation, or genetic information in accordance with state and federal laws.