

CITY OF GLENDALE

TITLE:	Civic Center Manager	CLASS CODE:	451
REPORTS TO:	Deputy Communications Director	GRADE:	30
DEPARTMENT:	Marketing & Communications	FLSA:	E
JOB DESCRIPTION DATE: November 4, 2011			

JOB SUMMARY

Plans, organizes and manages the daily operations, bookings, marketing, financial objectives, division budget and staff of the Glendale Civic Center.

ESSENTIAL FUNCTIONS

1. Manages the Glendale Civic Center including evaluating personnel and program performance, preparing and administering the division budget.
2. Reviews marketing and booking programs to ensure compliance with stated objectives; reviews preparation of and updates to schedules to demonstrate activity and determine revenue and expenses.
3. Monitors contractors responsible for various Civic Center functions such as food and beverage service, facility renovations and construction.
4. Develops, recommends, and implements public relations and promotional programs and collateral materials; buys and places advertising for the Civic Center based on research conducted on industry trends and analysis of data on upcoming conventions, trade shows and conferences and wedding/event markets.
5. Researches, develops and recommends competitive fee structures for the Civic Center.
6. Develops, recommends and implements divisional, concession, operating and marketing policies and procedures; short- and long-term objectives for the Center; and long range marketing and capital improvement plans.
7. Develops and monitors division budget, business plan and policies and procedures; prepares, administers and monitors the Civic Center budget by performing financial and cost analysis for expense and revenue ratios, reviewing and calculating food, beverage and labor costs, and directly supervising the preparation of contracts, billings and collections.
8. Prepares rules and regulations, contracts, vendor agreements and correspondence in order to effectively carry out Civic Center policies among meeting planners, vendors, contractors, the public and City officials.
9. Performs other related duties as assigned.

KNOWLEDGE, SKILLS, ABILITIES

Knowledge of:

Theories, principles, and techniques of the organization and management of programs and facilities
Principles and practices of employee supervision, evaluation, and training
Principles and practices of Convention and Conference facilities management
Principles and practices of sales in order to book facility
Principles of public relations and marketing
Basics of audio/visual equipment, sound and lighting
Effective supervisory practices

Ability to:

- Negotiate contracts for services and develop agreements with clients
- Establish and maintain effective working relationships with City departments, vendors, staff, the business community and the public
- Exchange information and explain policies, procedures and programs
- Handle basic data processing functions and applications
- Supervise, train and develop staff
- Structure competitive rate schedules
- Develop and implement long-term strategic operational plans
- Develop strong, positive relations with civic groups and citizenry
- Demonstrate creativity and write effective advertising copy
- Research the competitive market to establish goals and objectives
- Communicate effectively both orally and in writing with potential clients, employees, and management
- Review and interpret schematic drawings and layouts for convention facilities

WORKING CONDITIONS

Office setting

MINIMUM QUALIFICATIONS

Bachelor's degree in business, public administration, marketing, hospitality or related field and five years experience in hospitality or facilities management in a Convention or Conference Center, including one year of supervisory experience.

Any equivalent combination of training and experience that provides the required knowledge, skills, and abilities, is qualifying.

SPECIAL REQUIREMENTS

Valid Arizona driver's license at time of hire