



Position Opening – Sales Manager
Facility Name – Miller Theater
Location – Augusta, GA

Position: Sales Manager
Venue: Miller Theater
Reports To: General Manager
FLSA Status: Salaried Exempt

Summary: SMG, the leader in privately managed public assembly facilities, has an excellent and immediate opening for the Sales Manager for SMG Miller Theater.

The Miller Theater is a 1,300-seat historic theater originally built in 1939 and operational until 1985. This Augusta landmark re-opened as the home of the Augusta Symphony following a \$23 million restoration project. The theater is located on Broad Street and is playing a critical role in the economic development of the downtown district. The Miller Theater host more than 100 events each year including symphony performances, national touring concerts, comedy shows, family and theatrical touring productions, dance and special events.

The Sales Manager creates, directs and implements sponsorship and sales programs including all national venue marketing campaigns and all regional and local event marketing campaigns for the facility. This position is essential to the operations of the venue and is expected to increase sales, enhance community relations and ensure promoter and tenant companies are more than satisfied.

The successful Sales Manager will:

- Directly solicit and secure venue sponsorships and advertisers.
- Drive group sales programs.
- Lead individual and corporate membership programs.
- Develop and maintain sponsor data base and customer tracking system.
- Work in tandem with box office to drive group sales for events.
- Create opportunities to generate revenue to meet mission, goals and objectives of the Miller Theater.

Essential Duties and Responsibilities

- Works in tandem with Augusta Symphony to identify and pursue advertising, sponsorship, marketing opportunities for the venue that will not conflict with sponsorships already in place for the symphony.
- Develops sales decks and other tools to secure events, sponsorships or marketing deals.
- Recruit, train, develop part time sales associates to meet sales objectives.
- Establish valuation for existing and future sponsorship and naming rights opportunities.
- Create and distribute return on investment report for all venue sponsors.
- Provide weekly updates to the General Manager and monthly reports for boards and committees.
- Conduct "cold calls" receives referrals, follows up on all existing clients and looks for opportunity to "upsell" existing clients.
- Maintain and work with Augusta Symphony re subscribers and patron renewals driving additional sales and reducing reliance on 3rd party telemarketing efforts.
- Work within the guidelines set forth in SMG's Management Credo.
- Other duties as assigned.

Supervisory Responsibilities: Directly supervises volunteers, interns, contract and any part-time staff hired to assist with sales according to venue needs and budget. Carries out supervisory responsibilities in accordance with SMG's policies and applicable laws. Responsibilities may include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding; disciplining employees in conjunction with Human Resources; addressing complaints and resolving problems.

Qualifications: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

- Work independently, exercising judgment and initiative with minimal supervision.
- Experience in cold calls, prospecting, maintaining client relations and salesmanship with documented sales success.
- Work effectively under pressure and/or stringent schedule and produce accurate results in a fast-paced environment.
- Bachelor's degree in Sales, Marketing, Administration, Public Relations preferred.
- Previous experience in venue, event, artist management highly preferred.
- Local market expertise highly preferred.

Skills and Abilities

- Excellent written, verbal and interpersonal communication skills
- Superior customer service and relationship building skills
- Ability to work irregular hours in addition to normal business hours
- Professional presentation, appearance and work ethic
- Service oriented mentality
- Ethical in all dealings with diverse publics
- Driven to deliver excellent care, concern and positive interactions with each patron, vendor, client, promoter, guest, volunteer and staff.

Certificates, Licenses, Registrations

No certifications are required.

Physical Demands

Physical requirements include the ability to operate a keyboard and move around the facility. Must be able to hear and speak to use two-way radio and telephone. Must be able to drive an automobile.

NOTE: The essential responsibilities of this position are described under the headings above. They may be subject to change at any time due to reasonable accommodation or other reasons. Also, this document in no way states or implies that these are the only duties to be performed by the employee occupying this position.

ACKNOWLEDGEMENT

EMPLOYEE NAME

DATE