

**PARKS, RECREATION AND COMMUNITY FACILITIES (PRCF) VENUE
OPERATIONS SUPERVISOR**

JOB DESCRIPTION

Classification Responsibilities: A Parks, Recreation and Community Facilities (PRCF) Venue Operations Supervisor serves as the general manager of the Mesa Convention Center and Mesa Amphitheatre and is responsible for planning, organizing, managing, and evaluating the daily activities of both venues. Responsibilities include: oversight of events and operations; directing the sales and marketing of the venues, including booking, pricing, promotions, image/brand, and profile; reviewing client contracts; coordinating capital improvement projects, ensuring contract fulfillment by contractors; managing section budget and financial plans; establishing short- and long-range goals for the venues; recruiting, training, organizing, and monitoring of staff; achieving revenue targets; researching markets to identify new business; negotiating with external service providers and suppliers as required; communicating daily with venue staff, planning work schedules, and checking event requirements; dealing with customer complaints, comments, and inquiries; and ensuring compliance with health and safety, licensing laws, and other legal regulations. In addition, this position will manage the use of Hohokam Stadium for non-spring training/baseball events during the off-season months. Performs related duties as required.

Distinguishing Features: This class may be required to work evenings, weekends, and holidays. This class is supervised by the PRCF Administrator. This class is FLSA exempt-administrative.

QUALIFICATIONS

Employee Values: All employees of the City of Mesa are expected to uphold and exhibit the City's shared employee values of Knowledge, Respect, and Integrity.

Minimum Qualifications Required. Any combination of training, education, and experience equivalent to graduation from an accredited college or university with a Bachelor's Degree in Business or Public Administration, Facility Management, Marketing, Hospitality/Hotel Management, Arts/Entertainment Business, or a related field. Extensive (5+ years) experience in the management of a large public assembly facility (example: Convention Center, Amphitheatre, or Stadium), including one year of supervisory experience.

Special Requirements. Must possess a valid Class D Arizona Driver's License by hire date.

Substance Abuse Testing. None.

Preferred/Desirable Qualifications. International Association of Venue Managers (IAVM) membership is preferred.

ESSENTIAL FUNCTIONS

Communication: Communicates with the general public, other City employees, vendors, management, contractors, public officials, temporary agency workers, and professional associates in order to direct, manage, and supervise subordinate staff; convey information; explain policies; answer questions; secure

services; and respond to complaints. Instructs and trains subordinates, volunteers, interns, support groups/clubs, and the general public regarding services and venues (Amphitheatre, Convention Center, Hohokam Stadium), City policies and procedures, program planning and organizing, evaluations, supervision, and problem solving. Prepares section budget, management reports, policies and procedures, correspondence, agreements, requests for proposals, contracts, data analyses, directives, and informational and justification reports in order to inform, educate, justify, and explain actions to management, subordinate staff, and the general public.

Manual/Physical: Reviews the work product of others to ensure compliance with standard operating procedures; federal regulations (Occupational Safety and Health Administration [OSHA], etc.); state regulations (food and beverage regulations, sales and leasing contracts, and other agreements etc.); and other standards/guidelines (professional certifications, codes, and City safety requirements). Inspects, monitors, and evaluates information and work-related conditions (staff work, reports, fiscal matters, program sites, special events) to determine compliance with prescribed operating and safety standards. Solicits new business through marketing and networking efforts. Operates a City vehicle requiring a standard Class D Arizona Driver's License to monitor facility sites and to attend meetings and events located away from the administrative offices. Travels to local professional association events (International Association of Venue Managers) and attends sales trips such as tradeshow (Smart Meetings and Small Market Meetings) to represent the City of Mesa. Oversees all revenues and expenses for the Convention Center and Amphitheatre to ensure fiscally sound decisions are implemented.

Mental: Supervises and evaluates the work of subordinate operations, sales, administrative, concessions, box office, and clerical personnel. Prioritizes and assigns work to subordinate personnel and prioritizes own work. Resolves procedural, operational, and work-related problems by assessing and prioritizing problems and work assignments, and by gathering facts for analyses to arrive at sound conclusions and recommendations. Develops policies and procedures and short- and long-term objectives. Performs mathematical calculations, statistical computations, financial, and cost analysis for monthly reporting, annual budget review, special reports for informational purposes, and program pricing calculations. Administers and monitors section budget. Develops and implements cost effective operating, maintenance, and office procedures. Evaluates trends and needs for services and recommends the implementation of new programs and services. Coordinates capital improvement projects (example: renovations, replacement of facility equipment, and furniture etc.) for the Convention Center and Amphitheatre. Coordinates contractors for services involving catering, food and beverage concessions, ticketing, audio/visual, and security. Reviews and approves changes to contracts. Determines effective marketing techniques such as: advertising, development of promotional materials, electronic and print media, telemarketing, direct mailing, and personal sales calls to solicit public and corporate events, as well as concerts, exhibits, and meeting accounts. Tracks and monitors marketing results, advertising placement, promotional campaigns, schedules, and deadlines.

Knowledge and 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 facilities management;

city policies and procedures, community demographics, and recreational issues;
methods and procedures of operations, recreation, cultural, and social needs of the community;
principles and practices of sales in order to book facilities;
principles of public relations and marketing;
basic audio/visual equipment, sound, and lighting;
box office, catering, decorating, security, parking, and concession operations;
the theatrical and convention industry;
principles of sales and marketing of public meeting facilities or hotels;
the practices and records involved in the receipt or disbursement of money;
customer/problem/complaint resolution principles, practices, and procedures; and
budget preparation, justification, contract writing, and management methods.

Ability to:

plan, organize, manage, develop, and supervise various City venues (Convention Center, Amphitheatre, Hohokam Stadium) to maximize revenues;
develop and monitor section budget;
coordinate capital improvement projects, contractors, and client contracts;
negotiate contracts for services and develop agreements with clients;
conduct research, analyze findings, and prepare clear and concise reports and recommendations;
supervise, train, and develop staff;
develop and implement short- and long-term strategic operational plans and goals for the Convention Center, Amphitheatre, and Hohokam Stadium;
research the competitive market to establish goals and objectives;
communicate effectively, both orally and in writing, with potential clients, employees, and management;
interpret and apply city laws, regulations, policies, and procedures related to recreation indoor and outdoor events and programs;
demonstrate sensitivity and awareness to political/policy issues raised by elected officials and/or the public;
develop marketing plans and strategies for concert, meeting, and trade show business;
meet and/or arrange meetings with prospective concert, trade show, and other event sponsors to generate business for the venues/facilities;
develop promotional and related sales brochures;
investigate complaints and recommend corrective action as necessary; and
establish and maintain effective working relationships with City departments, vendors, staff, outside agencies, the business community, and the public.

The duties listed above are intended only as general illustrations of the various types of work that may be performed. Specific statements of duties not included does not exclude them from the position if the work is similar, related, or a logical assignment to the position. Job descriptions are subject to change by the City as the needs of the City and requirements of the job change.

Revised 6/23

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EEO-Prof

JOB FCTN-ADM

INCREMENTS 43-200

PAY GRADE: 55

IND-8810

SWORN-No