



Job Title: Director of Arena Marketing

OVG Facilities – Webster Bank Arena (Bridgeport, CT)

Full-time - Experienced

Categories: Marketing

Required Education: 4 Year Degree

OVG Facilities has an exciting opening for a Director of Arena Marketing at the Webster Bank Arena in Bridgeport, CT. Webster Bank Arena has been a staple of the Bridgeport community since it opened in 2001, hosting nearly 150 events each year, including sporting events, family shows, concerts by world-famous musicians and much more. In addition to 10,000 seats, Webster Bank Arena features 68 suites of varying sizes, and three large hospitality areas.

Webster Bank Arena has been home to the New York Islanders' American Hockey League affiliate, the Bridgeport Sound Tigers, since the team's inception in 2001 and also hosts home games for Sacred Heart University's men's hockey program and Fairfield University's men's basketball team.

Summary

The Director of Marketing is responsible for developing, implementing and monitoring marketing plans and budgets, as well as designing and implementing creative collateral to promote the revenue generating areas for Webster Bank Arena. This individual will manage, supervise and coordinate all the activities of the Marketing department to reach budget goals. The Director of Arena Marketing will implement marketing plans, manage event advertising budgets and promotions and ensure successful campaigns for events. He/she is responsible for maintaining relationships with media partners, and overseeing the media buying and billing process. He/she is responsible for public relations, promotions & publicity for the venue and the events: concerts, non-hockey sporting events, meetings and shows within the facility, while developing creative marketing campaigns that promote public/community awareness.

Responsibilities of this Position:

- Develop solid marketing campaigns to promote concerts/shows coming to Webster Bank Arena, explore cross-marketing opportunities with the Sound Tigers, University teams and throughout the community
- Create and maintain relationships with local media partners and promoters
- Develop and execute marketing plans to promote all artists/tours coming to the arena



- Develop and implement creative cash/trade proposals/campaigns with media partners including digital, radio, print, TV and outdoor
- Manage internal marketing assets for all events including but not limited to marquees (digital billboards), in-game digital video boards and ticket giveaways, LED ribbons, posters and more for non-hockey related events
- Develop and execute social media campaigns, email marketing, and promotions to drive ticket sales and fan engagement
- Prepare press releases for events and venue initiatives
- Carefully coordinate activities with all internal departments and external personnel to ensure project success
- Work with the Sound Tigers marketing team to create and manage brand voice on all Webster Bank Arena social media platforms
- Prepare and maintain project budgets, work closely with General Manager on post-show recaps
- Collaborate closely with the Box Office to ensure all event aspects are accurate and running accordingly
- Research and follow current music marketing trends, venue marketing efforts and implement best practices in the day-to-day activation
- Analyze marketing efforts and adjust efforts based on learnings, trends and activity
- Create and implement grass roots initiatives for all events
- Work with Sound Tiger staff on developing Group Sales plans and initiatives for all non-hockey related events
- Collaborate with Sound Tiger staff on Corporate Sales initiatives and implementing sales plans
- Work with the Sound Tigers and University Athletics to ensure all marketing and sales efforts are supported and cross promoted at the venue
- Other duties as assigned

The ideal candidate will have:

- Marketing experience – minimum of 3-5+ years in marketing/advertising
- Arena or Venue marketing experience preferred
- Ability to prioritize and meet deadlines
- Excellent organizational skills and attention to detail
- Power user of social media tools with a solid understanding of how to drive consumer engagement within online social networks and analysis the data collected
- Bachelor's degree from an accredited college or university or equivalent work experiences
- Proficiency with data processing and MS Office applications
- Ability to work nights, all events, weekends, events and holidays as required

Application Process:

Please email cover letter, resume, list of references and salary requirements in confidence to:

Marissa Dionne

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EOE, DFWP

