Serves as Senior Director, Revenue for Coliseum with responsibility for strategic planning, development, implementation and management of revenue generation processes to ensure accelerated revenue growth of facility. Collaborates with General Manager to develop, refine, implement and manage revenue producing processes for each revenue stream from demand generation to executed agreements. Develops short and long-term strategic goals and objectives, budgets and sales targets. Applies expertise in revenue generation and builds long-term strategy to field execution, ensuring the Coliseum has direction, information, resources and support to successfully execute the plan. Ensures business development strategic plans integrate with overall Coliseum and university strategic plans and objectives, align with market development strategies, and are communicated to and executed by staff.

Develops, defines and leads management and implementation of an aggressive new business development plan for potential revenue generation including sponsorships and major and minor events, etc. resulting in growth for the Coliseum. Develops and directs business development functions in support of strategic priorities to minimize risk and maximize return on investment of resources. Identifies, cultivates and closes key accounts and partnerships through prospecting and relationship management.

Oversees development and implementation of marketing and sales strategies for Coliseum including the specialized markets to strategically capture. Creates and implements marketing and sales plans that support strategic initiatives, including selling sponsorships and event opportunities, etc. Aligns marketing and sales functions to pursue joint revenue goals and ensures decisions made are aligned tactically and with foresight for long-term planning. Reviews and approves advertising campaigns, marketing reports, and vendor contracts. Ensures efficient and effective marketing, advertising, public relations, media and promotional planning through marketing personnel and that the actions taken creates revenue and serves overall strategic interests of Coliseum.

Works with University Counsel on development and execution of agreements. Ensures steadfast negotiations of revenue generating agreements. Ensures all revenue generated agreements and obligations are met. Provides input and
assistance relating to deals with new revenue producing events for preparation and execution of agreements by other facility departments.

Oversees and manages facilities revenue producing sub contractors to continually improve alignment of each functional group to support overall revenue goals of facility. Acts as primary liaison between the Coliseum and primary revenue generating contractors and sub contractors. Fosters good communication and teamwork among various staff and sub contractors to ensure best shared practices among revenue stream managers.

Manages all staff assigned, usually through subordinate managers or supervisors. Determines organizational structure, reporting relationships and short and long-range staffing needs based on goals. Reviews and approves hiring and salary actions to ensure compliance with policy. Oversees performance appraisal process for staff and remains informed of any disciplinary actions required.

Creates, maintains and implements organizational and operational policies and procedures. Fosters a commitment to high quality and continuous improvement of policies, procedures and processes.

Develops and manages departmental budget. Plans, directs and coordinates marketing and sales budgets in accordance to organizational goals. Reviews and approves marketing and sales expenditures. Makes major budgetary and resource allocation decisions. Develops projections for short and long-term planning. Provides financial status reports, as needed.

Develops and monitors key historical business metrics and quarterly and annual forecasts that will both be used to manage the business.

Oversees web development and implementation and social media trends for Coliseum. Ensures the Coliseum’s message is distributed across channels and to targeted audiences in order to meet sales objectives. Seeks out new ways to deliver messaging, such as mobile devices, video, and social media. Monitors updated Coliseum website and social media needs of facility.

Stays abreast of current trends related to the Coliseum and anticipates future trends likely to have impact on success of organization. Directs appropriate market research to evaluate customer needs, tracking market trends and marketplace opportunities. Develops, analyzes, interprets and presents market research findings to management. Identifies and recommends opportunities to Coliseum leadership and university senior management, as necessary. Makes presentations, as needed.

Participates in senior management meetings to establish and monitor short and long-range positioning goals for organization, means of accomplishing goals, and to ensure overall effective management of Coliseum. Collaborates with senior management team to ensure that all functional areas are in alignment to support the Coliseum’s market plan and activities. Conducts regular operational meetings to ensure all staff are kept up-to-date and are working together for a consistent operation.

Develops and implements security related procedures such as office opening and closing routines, recognition of duress signals and key controls. Coordinates security activities with University Public Safety Department. Promotes and maintains standards for security conscious awareness and behavior. Maintains knowledge of university’s crime prevention and suppression programs and services. Ensures dissemination of security related information staff. Performs other related duties as assigned or requested. The University reserves the right to add or change duties at any time.
*Select E (ESSENTIAL), M (MARGINAL) or NA (NON-APPLICABLE) to denote importance of each job function to position.

EMERGENCY RESPONSE/RECOVERY:

Essential: ☐ No
☒ Yes  In the event of an emergency, the employee holding this position is required to “report to duty” in accordance with the university’s Emergency Operations Plan and/or the employee’s department’s emergency response and/or recovery plans. Familiarity with those plans and regular training to implement those plans is required. During or immediately following an emergency, the employee will be notified to assist in the emergency response efforts, and mobilize other staff members if needed.

JOB QUALIFICATIONS:

Minimum Education:

Bachelor's degree
Combined experience/education as substitute for minimum education

Minimum Experience:

10 years

Minimum Field of Expertise:

Strategic revenue generation, business development, marketing and sales planning experience. Proven successful revenue generation track record. Knowledgeable in a variety of disciplines, such as finance, marketing, public relations, sales, business development, customer service, information technology and legal. Thorough knowledge of business metrics and drivers. Excellent communication, leadership, organizational, critical thinking, analytical, management, and interpersonal skills. Exceptional skilled negotiator.

Preferred Education:

Master's degree

Preferred Experience:

15 years

Skills: Other:

Analysis
Assessment/evaluation
Budget control
Budget development
Coaching
Communication -- written and oral skills
Conceptualization and design
Conflict resolution
Consulting
Counseling
Human resource process and employment knowledge
Interpersonal skills
Interpretation of policies/analyses/trends/etc.
Interviewing
Knowledge of applicable laws/policies/principles/etc.
Leadership
Managerial skills
Negotiation
Networking
Planning
Problem identification and resolution
Project management
Public speaking/presentations
Research
Scheduling
Staff development
Statistical analysis
Teaching/training

Skills:  Machine/Equipment:
Calculator
Computer network (department or school)
Computer network (university)
Computer peripheral equipment
Fax
Personal computer
Photocopier

Supervises:  Level:
Manages through multiple layers of subordinate supervisors.

Supervises:  Nature of Work:
Administrative
Clerical/Secretarial
Managerial
Professional/Paraprofessional
Project Management

SIGNATURES:

Employee: __________________________ Date: __________________________

Supervisor: __________________________ Date: __________________________

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

The University of Southern California is an Equal Opportunity Employer