



ALLEN COUNTY WAR  
**MEMORIAL COLISEUM**  
FORT WAYNE, INDIANA

## Marketing & Media Coordinator

**Date of Posting:** April 5, 2017

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**Status:** Salary Exempt

**Hours:** Required office hours (8am-5pm) Monday through Friday and flexible with nights, weekends & holidays, based on event schedule.

**Department:** Sales & Marketing, ARAMARK

**Supervisor:** ARAMARK General Manager & Vice President of Sales

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**Position Overview:** The Marketing & Media Coordinator plans, implements and/or supports event marketing and media relations activities. Additionally, under the direction of the Vice President of Sales, the coordinator is instrumental in developing and implementing marketing initiatives to promote facility rental, food and beverage services, premium services and a positive public image for the Allen County War Memorial Coliseum.

### Essential Job Functions:

- Serve as an internal agency to all departments, providing graphic design, signage creation, copy writing, desktop publishing and general marketing support services.
- Possess an in-depth working knowledge of upcoming event information, including dates, times, prices and other details.

#### ADVERTISING

- Serve as an in-house advertising agency available to event promoters and facility clients. Negotiate favorable cash rates, trade deals and promotions to support event ticket sales, on behalf of non-tenant event promoters. Handle all media, including television, radio, print, out-of-home and direct mail.
- Design and place national trade magazine advertising, as well as, local and regional print advertising to support facility rental, premium seating and catering services.

#### MEDIA & PUBLIC RELATIONS

- Prepare and distribute a weekly calendar "press release" to media and partner recipients.
- Write and distribute press releases for major event announcements, facility and staff recognition to media and partners.
- Serve as a primary contact for media questions and escorting media while covering events in the building (not sports tenants).
- Maintain current information on the media recipient list for press releases.
- Coordinate client needs with facility departments for press conferences and other related media activities.

#### SOCIAL, WEB, EMAIL & MOBILE

- Be the primary community and content manager for the Allen County War Memorial Coliseum's social media plan, including but not limited to: Facebook, Twitter, Instagram, blog, YouTube, Google+, Pinterest, LinkedIn and other newly emerging platforms.

- Creatively develop and post timely content for social media platforms (listed above) to support sales of event tickets, facility rental, catering, advertising, sponsorship and premium services.
- Stay current on emerging social media marketing trends and platforms, maintaining a consistent and appropriate mix of involvement.
- Serve as the primary content manager for Memorial Coliseum's website, [www.memorialcoliseum.com](http://www.memorialcoliseum.com).
- Utilize the ticketing vendor's permission-based email management system to support event ticket sales and other related offers by designing and sending emails to subscribers.

#### DIGITAL SIGNAGE

- Create and schedule content for two-sided LED marquee at the intersection of Coliseum Boulevard and Parnell Avenue and other digital displays.
- Create and schedule content for closed circuit television channels used throughout the building, as well as, for informational display monitors.

#### MISCELLANEOUS

- Maintain inventory of Memorial Coliseum marketing/identity collateral, such as, envelopes, letterhead, business cards, folders, stationary, rate sheets, etc.
- Work major event days to provide marketing, media relations and social media support.
- Coordinate the annual holiday gift and card project.
- Write, design and distribute a color newsletter, three times annually.
- Supervise interns and develop a successful and on-going internship program.
- Assist with receiving and responding to inbound prospect inquiries, via phone or email, for facility rental, catering services and advertising and sponsorship.
- Assist with staffing administrative office front desk, as needed.
- Participate in regularly scheduled operational meetings with ACWMC staff.
- All other duties as assigned by ARAMARK and ACWMC Senior Management.

#### **Qualifications:**

- The coordinator must have the ability to successfully operate in a fast-paced, deadline-driven environment with multiple ongoing assignments, with unplanned assignments and interruptions from both internal and external stakeholders. Additionally, s/he will need to prioritize and carry out these assignments effectively such that s/he exceeds reasonable internal and external expectations.
- Advanced graphic design skills.
- Requires an outgoing, articulate personality with well-developed communication skills and personal poise.
- Proficiency of Microsoft Office products including Word, Excel, PowerPoint, Publisher, as well as, Adobe Creative Suite and/or related computer software programs, especially InDesign and Photoshop.
- The ability to effectively use other miscellaneous signage control and facility management software programs. Advanced computer proficiency.
- A valid driver's license, ownership or the use of a private vehicle for business use. Any expenses incurred by the employee while performing the duties of this position are reimbursable under the policies and guidelines of the employer.
- Must be able to work nights, weekends and holidays as directed.

#### **Education and/or Experience:**

- Bachelor's degree (BA) from four-year college or university in Marketing, Business Administration, Communications, Journalism or other related field, in addition to a minimum of three years of experience in marketing, public relations or communications required; or equivalent combination of related education and experience.

**Physical Requirements & Work Environment:**

- Sits for extended periods of time at a computer station or work desk; stands and walks regularly throughout the day; uses hands and fingers to operate computers and office equipment for up to 8 hours each day; lifts up to 10 pounds regularly; exposed to typical office environment conditions and noise levels; also exposed to concert, motorsports and other extreme sound and lighting environments on occasion.

Note: This job description is not intended to be all-inclusive. Employee may perform other related duties as required to meet the on-going needs of the organization.

This position will be with ARAMARK Sports & Entertainment, at the Allen County War Memorial Coliseum

- EOE, Minority/Female/Disability/Veteran
- A background check is required for this position
- Fraud Alert: Aramark will never ask an applicant to supply his or her social security number electronically or via email to apply for a job with ARAMARK