



HEAD OF TALENT & EVENT PROMOTION- AREA15 LAS VEGAS

JOB OVERVIEW:

AREA15 is seeking a savvy Head of Talent & Event Promotion that will represent and proactively promote the facility to a range of potential clients, artists and promoters of artists, music festivals, concerts, theatre and other live entertainment activations. The candidate will ensure that attendance and revenue goals are achieved through optimization and activation of AREA15's various event zones.

The Head of Talent & Event Promotion will be expected to:

- Build and maintain a network of artist, promoter, and booking agent contacts locally, nationally and internationally
- Give formal presentations and make personal sales calls to event promoters, management agencies and booking agents
- Meet quarterly and yearly sales goals by booking events at AREA15
- Work effectively with Managing Director of Entertainment and Events, Marketing, and Operations teams to ensure a successful client/guest event and artist experience once an event has been booked
- Provide input to create strategic event plans for AREA15 and its tenant partners.
- Execute department objectives in a manner consistent with the strategic plan for AREA15
- Introduce new concepts and innovations. Thinking creatively and outside-the-box is encouraged

RESPONSIBILITIES AND DUTIES:

- Prospecting, Soliciting, Negotiating & Booking talent & special events at AREA15 (Festivals, Concerts, Artist & Celebrity appearances, Touring Theatre events, Comedy Shows, etc.)
- Build database of artists, promoter and booking agent contacts locally, nationally and internationally.
- Assist in curating in-house events alongside Managing Director of Entertainment and Events, Director of Marketing and Operations (i.e. Grand Opening event)
- Works with Managing Director of Entertainment and Events to develop and meet ROI goals. Be able to clearly report financials to General Management and AREA15 executives at regular intervals and upon request.
- Analyzes ticketing sales, catering and revenue management reports and systems to identify trends and future demand opportunities. Facilitates communications to provide recommendations and guidance to AREA15 executive management.



- Works with Managing Director of Entertainment and Events and Operations Manager to help communicate and facilitate event logistics and needs for bookings (including but not limited to AV, F&B, Catering, Security, VIP and Talent requirements, etc.).
- Attend Trade Shows (i.e. SXSW) and related events on behalf of AREA15. Some travel required.
- Performs any other job related duties as assigned.

QUALIFICATIONS:

- Bachelor's degree from an accredited college or university, preferably in Marketing or Business Administration or equivalent combination of education, training and experience will be considered.
- 5+ years of direct experience in talent buying, ticketing, event and entertainment promotion, marketing or account sales management
- Solid understanding of the sales process and passion for successful goal achievement.
- Working knowledge of Microsoft Office suite (Particularly Excel)
- Interpersonal skills to deal effectively with all business contacts.
- Professional appearance and demeanor.
- Ability to work varied shifts, including weekends and holidays.
- Advanced written and verbal communication skills
- Ability to travel as needed. Passport preferred.

SALARY:

Commensurate with experience. Personal factors such as your demonstrated hard and soft skills, level of education, history in the sector or industry, and relevant work experience will all be evaluated.



ABOUT AREA15:

AREA15 is a wholly re-imagined world weaving together immersive experiences, themed events, art installations, restaurants, bars, and nightlife. Opening in late 2019, the complex will appeal to a variety of clientele, including gamers, comic-con and sci-fi enthusiasts, artists, music and festival lovers, and anyone simply looking for an immersive and unique experience. AREA15 is a development project led by a joint venture between real estate development firm Fisher Brothers and creative agency Beneville Studios, both of New York. The complex offers up to 126,000 square feet of customized tenant space for a curated collection of experiential and retail businesses, 68,000 square feet of leasable ground floor space, and up to 58,000 square feet of mezzanine space. A 40,000-square-foot indoor and outdoor event space—ideally suited for live music, festivals, corporate events, e-sport tournaments and much more—will be adjacent to the retail and dining options. Complementing the retail and event space is the interconnected "Spine," a destination unto itself as an immersive bazaar and promenade that ties all of the tenants together.

TO APPLY, SEND COVER LETTER AND RESUME WITH "HEAD OF TALENT & EVENT PROMOTION" IN THE SUBJECT LINE TO CAREERS@AREA15.COM

AREA15 is an equal opportunity employer and values diversity. We are committed to complying with all federal, state and local laws providing equal opportunities and all other employment laws and regulations.