

# ***SENIOR MANAGER SALES & MARKETING***



## ***JOB OVERVIEW:***

The Senior Manager Sales and Marketing will lead customer acquisition initiatives relating to AREA15, its owned and affiliate activations, experiences, food and beverage offerings, and ticketed events. This experienced individual will be responsible for developing comprehensive sales strategies, and innovative marketing initiatives to drive foot traffic, generate revenue before guest arrival, upsell on-site, and securing repeat business after guest departure. Responsibilities include developing on-site sales programs and marketing schemes to increase revenue, capture data, promote loyalty program, and ensure repeat visitation. The individual in this role will create, develop, and execute sales and marketing campaigns and product packages spanning the entire acquisition and retention funnel to reach locals, tourists, convention business, hotel and concierge sales teams, group sales, and ticket brokers.

Critical to the role is creativity, innovation, and being a self-starter. The ideal candidate will also possess experience in the attractions industry or with amusement and retail destinations. Must have a deep understanding of the Las Vegas market.

## ***ROLES & RESPONSIBILITIES:***

- Work closely with event, operations, activations, and retail teams to ensure alignment of sales and revenue initiatives.
- Develop and execute strategic ongoing marketing initiatives and programs to target locals, tourists and convention business.
- Generate group sales leads through hotel and tour packages, concierge programs and other community initiatives.
- Develop, build and maintain the customer loyalty program as a vehicle to increase foot traffic and revenue.
- Develop and optimize product packaging of group ticket sales to attract and engage B2B businesses in long term engagements.
- Planning and implementing promotional campaigns to build awareness and drive visitation
- Develop relationships with key members of the Las Vegas tourism, hospitality industry, and consumer relations.

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## ***ROLES & RESPONSIBILITIES (CON'T)***

- Work closely with the joint-venture businesses within AREA15 – Backlight, Museum Fiasco, Wink World, Wild Muse – to help develop and support sales and marketing initiatives
- Work closely with activations department to implement sales and marketing strategies to maximize revenue for all ticketed experiences.
- Work cross-functionally with Events, Operations, Activations and Retail to understand drive foot traffic and increase revenue.
- Develop, create and implement sales strategies to maximize ticket sales for all activations and experiences
- Develop, review, update and implement strategic planning of the business including sales, financial performance; deliver regular reports of campaign results, including evaluation of KPIs/ROI
- Proactively keep abreast of current trends and events in marketing, social technologies, new media and relevant industries (i.e. themed and immersive entertainment).

## ***QUALIFICATIONS:***

- 8-10+ years professional experience in sales and marketing; experience in Las Vegas preferred
- Minimum of 5 years of sales in the hotel or attraction industry, with a proven record of success
- Current or recent business and market experience directing sales for both group and leisure segment
- Established relationships with key hospitality management in Las Vegas ideal
- Team player, willing to do anything to get the job done
- Strong written and verbal communication skills
- Detail-oriented, data-driven, with a high degree of financial literacy
- Must be able to work in a (very) fast-paced environment, multi-task and prioritize, and collaborate closely with multiple business units