

# Associate General Manager



## ***Job overview:***

Associate General Manager will be a lead company representative in maintaining a balance between creativity and operational requirements for overall success. As an integral member of the leadership team, the Associate General Manager will collaborate with key internal and external stakeholders in regard to revenue streams and consumer offerings in both the physical and digital worlds.

Demonstrated experience in managing an entertainment, retail, amusement property/campus with customer-focused and employee-focused mindset to creatively inspire tenants, partners, guests and team members while ensuring an amazing experience, and security of all. Ultimately, we expect each employee to personify AREA15 itself: Authentic. Engaged. Uninhibited. Welcoming. Visionary.

## ***The Associate General Manager will be expected to:***

- Integrate self into the larger AREA15 team and tenant family, embrace and have passion for the AREA15 brand and hold self to highest standards in all ways
- Possess the ability to allocate both human and material resources creatively and efficiently, seeing the bigger picture as well as the finer details in a systematic organized approach
- Exhibit exceptional communication and interpersonal skills, dealing with many types of people at all levels in a direct diplomatic way to always achieve best results
- Be proficient in technology and business planning software to build financial projections and reports in a timely manner
- Demonstrate strong leadership skills, including effective time management and delegation
- Be comfortable participating in creative, entrepreneurial start-up environment, introducing new concepts and innovations
- Work closely with General Manager and Executives to liaise with and oversee the broader AREA15 management team and headquarters to successfully operate and optimize the overall business plan flawlessly, on budget and to the highest standards in all areas

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## ***Responsibilities and Duties:***

- Partner with Property Operations leadership to execute and refine daily operating practices for all aspects of the building operations, vendor relationships, lease administration, expense tracking, capital planning, sustainability, security, R&M, construction, vendor oversight and tenant relationships. Lead Operations team to ensure all operational standards are met to provide an amazing and safe environment for all.
- Partner with Retail Operations Team to execute and refine daily operating practices, drive revenue, manage inventory, merchandising, display, and employee relations
- Partner with the Creative team to continually manage and improve the on-site messaging and standards up to brand standards.
- Partner with Art team to manage and care for the collection of owned and leased artwork pieces as well as support the process of selling of gallery pieces
- Partner with the Attractions Team to maintain safe and efficient operations, manage staff, drive revenue and create an amazing customer experience
- Partner with the Events & Entertainment Team to develop and executed a strategy for a year-round calendar of AREA15 branded events, space rentals and co-promoted events. Support sales team to exceed revenue targets for venue rentals and support event operations to safely and flawlessly execute all activations to be integrated into the larger campus seamlessly.
- Partner with the Marketing team to execute marketing plan including promotional activities, photo shoots, social media management, customer experience management providing real-time feedback and input to achieve proper branding and messaging
- Develop and adhere to budget and forecast while being able to clearly report financials to AREA15 executives at regular intervals and upon request
- Maintain strong relationships with all tenants, vendors, artists and partners
- Administer leases including monitoring landlord and tenant obligations including rent collection, operating guidelines, rules and regulations while developing strong relationships to ensure collective success
- Communicate with legal counsel, HR, IT, health & safety advisor(s) and various regulatory bodies to ensure all processes remain compliant with OSHA and other governmental regulations in health department, liquor licensing, planning and fire departments
- Other duties as assigned

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## **Required skills and qualifications:**

- Strong financial and analytical skills
- Strong project management and organizational skills
- Strong employee relations and culture-building skills
- 5+ years experience in location-based entertainment/retail/amusement industry
- Grand-opening a large-scale retail or LBE complex experience is a big plus
- Ability to balance strategic and real-time priorities with great attention to detail
- Business negotiation and sales experience
- Flexible, solutions-oriented attitude critical
- Initiative and Adaptiveness critical in this fast-paced, nimble environment
- Strong ability to communicate effectively with wide-range of individuals
- Solid decision-making and problem-solving skills
- Ability to lead and influence a diverse team
- Bachelor's degree

## **About AREA15:**

AREA15, located minutes from the Las Vegas Strip, is the world's first purpose-built experiential entertainment complex offering live events, immersive activations, monumental art installations, extraordinary design elements, unique retail, ground-breaking technology, bars and eateries and much more. With a growing collection of dynamic destinations including [Dueling Axes](#), [Emporium](#), [Lost Spirits Distillery](#), Oddwood Bar, Wink World, The Beast, a culinary experience by Todd English, and anchor experience, Meow Wolf's Omega Mart, AREA15's is an ever-changing art, retail and entertainment destination attracting locals and tourists of all ages.

For more information visit [www.AREA15.com](http://www.AREA15.com) and follow on Instagram and Twitter: @AREA15Official; Facebook: [AREA15LasVegas](#) and YouTube: [AREA15](#).

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.

**TO APPLY, PLEASE FILL OUT OUR [EMPLOYMENT APPLICATION FORM](#) AND ENTER "ASSOCIATE GENERAL MANAGER" AS THE POSITION YOU ARE APPLYING FOR.**