

# **Eastern Kentucky Exposition Center**

## **General Manager**

### **Job Description**

#### **SUMMARY**

The General Manager (GM) is responsible for planning and coordinating day-to-day operations of the facility including the supervision and direction of all departments and units. The GM is responsible for the coordination of programs and events and conducting pre and post-event reviews.

The GM is responsible for maximizing utilization of the facility with profitable performances and events. The GM must be an aggressive promoter of both the facility and the City of Pikeville. The GM is expected to have a keen understanding of the facility's place in the community and work diligently to foster a positive image of the facility throughout the City and region.

The GM must have a clear vision of the facility's role in the continual economic development and quality of life efforts in the City.

The GM should understand and value the employee team and possess strong interpersonal skills with a special emphasis on communications, both written and verbal. The GM must possess a strong sense of customer service while complying with facility policy and local, state, and federal laws and rules. The GM must strive to meet the strategic vision of the facility, which includes technological advancements, facility upgrades to attract a wider array of bookings, development of partnerships with local and regional organizations, and promote a community friendly atmosphere.

#### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Plan, direct, and coordinate day-to-day operations of the Eastern Kentucky Exposition Center as well as set policies for effective operation. The GM is responsible for the supervision and direction of all employees, departments, and functional units of the facility.
- Develop and implement a long-term strategic plan for the facility to maximize its usage and create revenue for the facility.
- Develop strong partnerships with the City of Pikeville, Southeast Kentucky Chamber of Commerce, City of Pikeville Tourism and Convention Commission, City of Pikeville Main Street, corporate community and various other community and regional organizations and agencies. Cooperation with celebrations, festivals, and various events in downtown Pikeville is expected.
- Responsible for facility maintenance and repairs and for the development of a long-term capital improvements plan.
- Establish and maintain working relationships with the entertainment industry, performing arts industry, and community and civic organizations to encourage use of the facility and seek to maximize its utilization.
- Required to solicit and book live music events, family shows, dirt events, sporting events, theatrical events, comedians, dance events, exhibitions, meetings and conferences, graduations, ceremonies, and other innovative/creative events through building positive relationships with agents, promoters, businesses, event producers, organizations, meeting planners, artist management, and the like.
- Collaborate with the City of Pikeville Police Department and Fire Department to evaluate and improve the security and safety of the facility.
- Collaborate with other units of city government with the development of an annual operating calendar, activity schedule, and projections for attendance/revenue.

- Responsible for the financial performance of the facility as well as development of an annual budget. Monthly statements of the facility's financial status must be provided to the Chief Executive Officer and the corporation's Board of Directors.
- Coordinate the timely response to inquiries received from both internal and external organizations, agencies, departments, and individuals. Responsible for the integrity of the facility in all forms of communication and personal conduct.
- Maintain a current understanding of trends in the entertainment industry.
- Maintain active roles in appropriate professional organizations. Attendance at conferences and conventions, as is appropriate, is expected.
- Responsible for advertising, marketing, and all other promotional activities of the facility.
- Responsible for contract negotiation for events, sales and advertising.
- Advancement of best practices that will lead to first class customer service and operational excellence.
- Ensure that facility materials, equipment, and supplies are inventoried.
- Negotiates and secures commercial rights sponsorships such as naming rights, produce, service, and serving rights agreements as well as fixed-panel, electronic, and digital advertising.
- Oversees and coordinates the provision of food and beverage concessions and catering services at the facility.

\*Please note this job description is not designed to cover or contain a comprehensive listing of all activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

### **SUPERVISORY RESPONSIBILITIES**

- Supervise all staff and assume responsibility for the overall direction, coordination, and functioning of these units.
- Responsibilities include working with Human Resources for interviewing, hiring, evaluating, and training employees, planning, assigning, and directing work, rewarding/disciplining staff, and addressing complaints and resolving problems.

### **EDUCATION and/or EXPERIENCE**

The ideal candidate will have at least a Bachelor's degree with major course work in business or public administration, performing arts, hospitality management, and/or facility management.

The ideal candidate will have a minimum of 5 years of industry experience in a senior management function of a theater, amphitheater, arena, or convention center. The candidate must possess a solid track record of booking and financial success.

### **KNOWLEDGE, ABILITIES, & SKILLS**

- Strong organizational skills that reflect ability to perform and prioritize multiple tasks seamlessly with excellent attention to detail
- Very strong interpersonal skills and the ability to build relationships with staff, internal and external stakeholders and businesses
- Expert-level written and verbal communication skills
- Demonstrate proactive approaches to problem solving with strong decision-making capabilities
- Emotional maturity
- Highly resourceful team player with the ability to be extremely effective independently
- Proven ability to handle confidential information with discretion, be adaptable to various competing demands, and demonstrate the highest level of customer service and response
- Demonstrate ability to achieve high-performance goals and meet deadlines in a fast-paced environment

- Forward thinker who actively seeks opportunities and proposed solutions
- Comfortable working autonomously and across multiple tasks
- Excellent social skills and able to operate with tact and diplomacy
- Comfortable working with tight deadlines and able to turn work around within a short time span where demands could change on short notice
- Strong work ethic
- Community awareness
- Creative
- Marketing, research, and presentation acumen
- Thorough and trustworthy
- Ability to understand the organization and operation of the City and of outside agencies as necessary to proficiently perform assigned responsibilities
- An effective consensus builder
- Understand the region's competitive destinations/facilities and establish a "team sell" environment with all employees and the City of Pikeville Tourism and Convention Commission
- Financial acumen
- Demonstrate a healthy knowledge of food and beverage operations and procedures
- Strong entrepreneurial instincts
- Willing to take responsibility for both successes and failures

#### **WORK ENVIRONMENT**

The work environment characteristic described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions.

#### **DESIRABLE, PERSONAL, AND CHARACTER QUALIFICATIONS**

1. Good character, courteous, and pleasant mannerisms
2. Must have patience, tact, a cheerful disposition and enthusiasm
3. Must have integrity, initiative, good judgement and be trustworthy and honest
4. Must be neat in appearance and possess a high degree of cleanliness and personal hygiene
5. Must be willing to cooperate and work with all personnel

#### **EQUAL EMPLOYMENT OPPORTUNITY**

It is the policy of City of Pikeville to provide equal employment opportunities without regard to race, color, religion, sex, national origin, age, protected veteran or disabled status. This policy relates to all phases of employment, including, but not limited to, recruiting, employment, placement, upgrading, demotion or transfer, reduction of workforce and termination, rates of pay or other forms of compensation, selection for training, use of all facilities, and participation in all company-sponsored employee activities. Provisions in applicable laws providing for bona fide occupational qualifications, business necessity, or age limitations will be adhered to by the company where appropriate.