

Extraco Events Center
Home of the Heart O' Texas Fair & Rodeo

Expo Center Manager

POSITION OVERVIEW:

Extraco Events Center is in an expansion program and we are a top ranked events center in the Nation. Centrally located on I-35, midway between Dallas and Austin in Waco, Texas, the Extraco Events Center (EEC) is within 3 hours of 85% of the population of Texas. EEC has begun a \$42 million expansion including an 80,000 sq., events facility. The facility is being expanded to include indoor sports, large trade show spaces, banquets, trade meeting, equine events and additional destination spaces. Currently the Extraco Events Center hosts more than 200 events each year with more than 450,000 guests. Our goal is to provide high quality events and delivering excellent customer experiences.

Valuing our staff and developing a dynamic team is our number one goal. We are seeking a new team leader to develop strategies and implement a robust sales and marketing plan for our new 80,000 sq. ft., Expo Center slated to open in January 2021.

ESSENTIAL FUNCTIONS:

- **Leadership** - Overall ownership and accountability of sales, operational management and financial performance of the Expo Center.
 - Model key leadership best practices and behaviors and ensure the highest levels of safety, quality and service excellence for employees, clients and consumers.
 - Coach employees by creating a shared understanding about what needs to be achieved and how it is to be achieved. Ensure safety and sanitation standards in all operations.
 - Develop a team atmosphere with employees and other divisions within the Extraco Events Center.

- **Client Relationship** - Establish and maintain effective client and customer rapport for a mutually beneficial relationship.
 - Deliver excellent customer experiences through outstanding service and management.
 - Identify client needs and communicate progress.
 - Develop event service plans (facilities, custodial, energy, grounds or maintenance) to meet client and customer demands and specifications.

- **Financial Performance** - Build revenue and manage budget to ensure financial performance.
 - Ensure the completion and maintenance of P&L statements.
 - Oversight and responsibility to development of financial targets.
 - Understand performance data and how to increase overall performance through cost controls and increase margins.

MAJOR RESPONSIBILITIES:

Included but are not limited to the following:

- Responsible for the soliciting and confirming events, trade shows, sporting events & tournaments on a national, regional and state level for the Extraco Events Center to include both the Extraco Coliseum and Extraco Expo Center.
- Utilize the company's event management software to book the buildings, maintain customer records and communicate with clients and other departments.
- Develop a customer experience-oriented staff to best serve the needs of the clients.
- Prospect new events and make contact with planners via various methods to include but not limited to telephone calls and email correspondence.
- Utilize state and national meeting/event databases and association memberships to identify potential clients and to keep up to date with events, trade shows, sports & tournament activity.
- Conduct direct sales efforts through targeted sales missions, sales calls, and participation in trade shows designed to reach planners and events rights holders in an effort to collect Request for Proposals (RFP) and respond accordingly. Responsible for appropriate and timely follow up.
- Conducts physical inspections of all areas of the facility to ensure accurate event setup and safety for patrons.
- Communicates all event requirements to appropriate departments / individuals.
- Develop custom proposals and bid presentations as a response to RFPs addressing client specifications for hotel accommodations, transportation requirements, and site location for trade shows, sporting events, community events and private events. Including work with onsite caterer/concessionaire to develop a Food and Beverage Menu.
- Entertain clients as appropriate during hospitality events, receptions, site visits and familiarization tours.
- Develop relationships and build partnerships with local businesses, attractions, Waco Sports Commission and hotels relative to the hospitality, sports and tourism industries.
- Produce monthly sales report including minimum number of sales calls per days as directed and ongoing customer files on existing and potential clients.
- Meet or exceed quantifiable goals for calls made, leads generated, and business confirmed on a daily, weekly, monthly, quarterly and annual basis.
- Manage respective clients from initial contact through the conclusion of the event as well as assist with the follow-up of the post-event evaluation and next bidding opportunity.
- Represent Extraco Events Center at various conferences, trade shows, annual meeting or other organizations/associations as directed.
- Perform related duties as required.

Other Duties:

- Work with 500 plus volunteers serving on 24 committees to coordinate meetings, functions and activities as set forth by the Volunteer Management Program
- Assist committees in preparing for annual events
- Attend various committee meetings as staff representative

- Other duties as assigned

QUALIFICATIONS:

To successfully complete this job, the following skills are necessary:

- Proven knowledge and experience in event management
- Willingness to initiate and cultivate long term business relationships with potential customers
- Excellent communication and public relations skills, both written and verbal
- Ability to develop long term relationships with customers
- Ability to work independently, make independent judgments and solve problems
- Excellent PC skills with knowledge of all Microsoft applications
- Capacity to organize various projects and be accountable for the completion of those projects
- Strong aptitude to maintain confidentiality
- Ability to handle high stress environments where compensation is directly tied to performance
- Capability of speaking to large groups and conducting facility tours
- Ability to multi task, handle multiple projects simultaneously and work under tight deadlines.

EDUCATION AND/OR EXPERIENCE:

- Bachelor's degree from an accredited university or equivalent combination of education and related experience.
- 3 to 5 years of related experience in Sports/Entertainment Event Management.

COMPENSATION:

- Salary plus Commission: Based on education and/or experience
- Medical and Dental Benefits
- Retirement Plan
- Employee Compensation Plan

REPORTS TO:

President/CEO

EMAIL RESUME TO/FOR MORE INFORMATION CONTACT:

Melinda Moss

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