



Senior Director, Revenue-Coliseum Job Description

JOB INFORMATION

<i>Job Code:</i>	113563
<i>Job Title:</i>	Senior Director, Revenue-Coliseum
<i>FLSA Status:</i>	Exempt
<i>Supervisory:</i>	Manages through multiple layers of subordinate supervisors.
<i>Job Family:</i>	Budget/Business Analysis
<i>Job Family Group:</i>	Accounting, Finance and Banking
<i>Management Level:</i>	5 Manager

JOB SUMMARY

Serves as Senior Director, Revenue for Coliseum with responsibility for strategic planning, development. Implementation and management of revenue generation processes to ensure accelerated revenue growth of facility. Collaborates with General Manager to develop, refine, implement and manage revenue producing processes for each revenue stream from demand generation to executed agreements. Develops and leads management and implementation of new business development for potential revenue generation (including sponsorship, major and minor events, etc.). Creates and implements marketing and sales plans that support strategic initiatives. Reports directly to the General Manager.

JOB QUALIFICATIONS:

Education

<i>Req</i>	<i>Pref</i>	<i>Degree</i>	<i>Field of Study</i>
X		Bachelor's degree	
	X	Master's degree	

Additional Education

Check here if experience may substitute for some of the above education.

Combined experience/education as substitute for minimum education

Work Experience

<i>Req</i>	<i>Pref</i>	<i>Work Experience</i>	<i>Experience Level</i>
X		10 years	
	X	15 years	

Additional Work Experience

Check here if education may substitute for some of the above work experience.

Combined experience/education as substitute for minimum work experience

Knowledge, Skills and Abilities

<i>Req</i>	<i>Pref</i>	<i>Functional Skills</i>
X		Strategic revenue generation, business development, marketing and sales planning experience.
X		Proven successful revenue generation track record.

Knowledge, Skills and Abilities

Req	Pref	Functional Skills
X		Knowledgeable in a variety of disciplines, such as finance, marketing, public relations, sales, business development, customer service, information technology and legal.
X		Thorough knowledge of business metrics and drivers.
X		Excellent communication, leadership, organizational, critical thinking, analytical, management, and interpersonal skills.
X		Exceptional skilled negotiator.

Other Job Factors

JOB ACCOUNTABILITIES

	% Time	Essential	Marginal	N/A
Serves as Senior Director, Revenue for Coliseum with responsibility for strategic planning, development, implementation and management of revenue generation processes to ensure profitability and accelerated revenue growth of facility. Collaborates with General Manager to develop, refine, implement and manage revenue producing processes for each revenue stream from demand generation to executed agreements. Develops short and long-term strategic goals and objectives, budgets and sales targets. Applies expertise in revenue generation and builds long-term strategy to field execution, ensuring the Coliseum has direction, information, resources and support to successfully execute the plan. Ensures business development strategic plans integrate with overall Coliseum and university strategic plans and objectives, align with market development strategies, and are communicated to and executed by staff.				
Develops, defines and leads management and implementation of an aggressive new business development plan for potential revenue generation including sponsorships and major and minor events, etc. resulting in growth for the Coliseum. Develops and directs business development functions in support of strategic priorities to minimize risk and maximize return on investment of resources. Identifies, cultivates and closes key accounts and partnerships through prospecting and relationship management.				
Oversees development and implementation of marketing and sales strategies for Coliseum including the specialized markets to strategically capture. Creates and implements marketing and sales plans that support strategic initiatives, including selling sponsorships and event opportunities, etc. Aligns marketing and sales functions to pursue joint revenue goals and ensures decisions made are aligned tactically and with foresight for long-term planning. Reviews and approves advertising campaigns, marketing reports, and vendor contracts. Ensures efficient and effective marketing, advertising, public relations, media and promotional planning through marketing personnel and that the actions taken creates revenue and serves overall strategic interests of Coliseum.				
Works with University Counsel on development and execution of agreements. Ensures steadfast negotiations of revenue generating agreements. Ensures all revenue generated agreements and obligations are met. Provides input and assistance relating to deals with new revenue producing events for preparation and execution of agreements by other facility departments.				
Oversees and manages facilities revenue producing sub contractors to continually improve alignment of each functional group to support overall revenue goals of facility. Acts as primary liaison between the Coliseum and primary revenue generating contractors and sub contractors. Fosters good communication and teamwork among various staff and sub contractors to ensure best shared practices among revenue stream managers.				
Manages all staff assigned, usually through subordinate managers or supervisors. Determines organizational structure, reporting relationships and short and long-range staffing needs based on goals. Reviews and approves hiring and salary actions to ensure compliance with policy. Oversees performance appraisal process for staff and remains informed of any disciplinary actions required.				
Creates, maintains and implements organizational and operational policies and procedures. Fosters a commitment to high quality and continuous improvement of policies, procedures and processes.				

JOB ACCOUNTABILITIES

	<i>% Time</i>	<i>Essential</i>	<i>Marginal</i>	<i>N/A</i>
Develops and manages departmental budget. Plans, directs and coordinates marketing and sales budgets in accordance to organizational goals. Reviews and approves marketing and sales expenditures. Makes major budgetary and resource allocation decisions. Develops projections for short and long-term planning. Provides financial status reports, as needed.				
Develops and monitors key historical business metrics and quarterly and annual forecasts that will both be used to manage the business.				
Oversees web development and implementation and social media trends for Coliseum. Ensures the Coliseum's message is distributed across channels and to targeted audiences in order to meet sales objectives. Seeks out new ways to deliver messaging, such as mobile devices, video, and social media. Monitors updated Coliseum website and social media needs of facility.				
Stays abreast of current trends related to the Coliseum and anticipates future trends likely to have impact on success of organization. Directs appropriate market research to evaluate customer needs, tracking market trends and marketplace opportunities. Develops, analyzes, interprets and presents market research findings to management. Identifies and recommends opportunities to Coliseum leadership and university senior management, as necessary. Makes presentations, as needed.				
Participates in senior management meetings to establish and monitor short and long-range positioning goals for organization, means of accomplishing goals, and to ensure overall effective management of Coliseum. Collaborates with senior management team to ensure that all functional areas are in alignment to support the Coliseum's market plan and activities. Conducts regular operational meetings to ensure all staff are kept up-to-date and are working together for a consistent operation.				

Other Requirements

<i>Essential:</i>	<i>Emergency Response/Recovery</i>	<i>Essential:</i>	<i>Mandated Reporter</i>
	In the event of an emergency, the employee holding this position is required to "report to duty" in accordance with the university's Emergency Operations Plan and/or the employee's department's emergency response and/or recovery plans. Familiarity with those plans and regular training to implement those plans is required. During or immediately following an emergency, the employee will be notified to assist in the emergency response efforts, and mobilize other staff members if needed.		A mandated reporter who in his or her professional capacity has knowledge of, or reasonably suspects a person who is under the age of 18 years, elderly, or a dependent adult has been the victim of abuse or neglect must report the suspected incident. The reporter must contact a designated agency immediately or as soon as practically possible by telephone or in writing within 36 hours. By virtue of the associated job duties, this position qualifies as a mandated reporter as required by state law and USC's policy at: https://policy.usc.edu/mandated-reporters/
<i>Campus Security Authority (CSA)</i>			<i>Essential:</i>
By virtue of the associated job duties, this position qualifies as a Campus Security Authority as required by law and USC's policy at: https://dps.usc.edu/alerts/clery/			Yes

ACKNOWLEDGMENTS

The above statements reflect the essential and non-essential functions as necessary to describe the principle contents of the job. They are not intended to be a complete statement of all work requirements or duties that may be required of the position. I understand that I may be asked to perform other duties as assigned. USC reserves the right to add or change duties at any time.

The University of Southern California is an Equal Opportunity Employer. USC prohibits discrimination on any basis protected under federal, state, or local law, regulation, or ordinance or university policies. All employment decisions are based on individual qualifications and business need.

I acknowledge receipt of this job description and its associated physical requirements. I have read and understand the job description and job requirements and agree to abide by their contents. I realize that duties may be requested of me that are not specifically stated herein. I understand that I will be expected to adjust to potential fluctuations in work volume. I understand that, if I have any questions about the essential functions or expectations of my position, my supervisor and/or HR partner are available to discuss them with me.

Print Employee Name

Signature

Date

Print Manager Name

Signature

Date

This job description describes the general nature and level of work required by the position. It is not intended to be an all-inclusive list of qualifications, skills, duties, responsibilities or working conditions of the job. The job description is subject to change with or without notice, and Management reserves the right to add, modify or remove any qualification or duty. Nothing in this job description changes the existing at-will employment relationship between the university and the employee occupying the position.