

Job Title: Director of Sales & Marketing
Location: OUE Skyspace
FLSA Status: Exempt

Company Description:

Born from performance and inspired by icons, Legends has created a legacy of success, delivery and results with the icons of global sports, entertainment and business. Our passion for delivering remarkable experiences, at every occasion, has enabled us to redefine the role of a service provider and set a new expectation within the industry.

Legends Mission is to supply our partners a best-in-class turnkey solution for their live entertainment venues through innovation and excellence. We are a different kind of company doing things a different way bringing new ideas and approaches to delight the fan built on a strong partnership with our clients. As a team's service partner, Legends is responsible for the vast majority of the direct fan interactions - The Moments of Truth – when lifelong memories are created and experiences are defined.

For that reason, we believe in the honor of service, where no request is unreasonable and going the extra mile isn't the exception, it's the expectation.

About the Project:

OUE Americas has selected Legends to operate OUE Skyspace LA which is part of \$60 million renovation to the US Bank Tower in the heart Downtown Los Angeles, California. From close to 1,000 feet above the city, Skyspace LA is home to California's tallest open-air observation decks, Skyslide and tallest event venue West of Chicago, IL. Skyspace LA honors the culture, community and people that make Los Angeles unlike any city in the world.

Job Overview:

The Director of Sales & Marketing will be responsible for developing and executing sales strategies that maximize revenue in the areas of Group Sales, Special Events and Corporate Partnerships for OUE Skyspace LA in the iconic US Bank Tower. This position will be responsible for hiring, training, supervising and motivating the sales staff and for establishing and maintaining important relationships within the corporate community, with major special event and group clients/planners and throughout the tour & travel industry. The Director will also combine creativity with business savvy to build OUE Skyspace brand equity, create awareness and drive individual ticket sales and revenue. The ideal candidate is resourceful and innovative, a creative dealmaker with an entrepreneurial spirit and partnership-oriented mindset.

Major Responsibilities:

- Responsible for developing outreach strategies and necessary plans for annual budget for OUE Skyspace, establishing department work flow to deliver the plan
- Lead sales team recruitment and manage onboarding plan. Effectively lead, manage and mentor day-to-day functions of sales staff.
- Effectively manage group sales effort, including development of an innovative outreach plan, partnerships, and educational programs in order to maximize group ticket revenue sales year-round.
- Research, analyze, and aggressively develop special event profit-generating opportunities
- Participate in ongoing departmental financial analysis, planning and budgeting.
- Proactively solicit new business by making sales calls and presentations, attending domestic and international trade shows and conferences, and engaging in other client prospecting
- Create and track leads and develop long-term relationships in the event planning, group, tour & travel and corporate marketing communities
- Develop and deliver strategic, integrated marketing plans that support and develop the OUE Skyspace brand, create consumer awareness and interest, and deliver annual projected visitor attendance and revenue.

- Monitor competitive programs and analyze consumer and tourism (international and domestic) marketplace trends on an on-going basis; identify key insights and adjust and enhance marketing plans accordingly.
- Provide effective market intelligence that influences internal business decisions through visitor surveys and analysis, as well as additional research, to better understand customer expectations. Negotiate, oversee and manage research projects related to marketing, which may include pricing research, creative testing, pre- and post-launch on site consumer and group surveys and additional market research as determined.
- Oversee and direct external agencies – creative, media, digital and guide planning processes. Including:
 - Direct creative agencies to develop first-class advertising campaigns and materials.
 - Direct media and/or digital agencies to explore all channels to drive ticket sales message - utilizing traditional and non-traditional strategies and tactics including advertising, digital, social media, promotions, direct marketing, emerging media and other means necessary to achieve goals.
 - Negotiate, manage and oversee all agency partners to support and deliver aggressive marketing campaigns resulting in continued growth.
- Update pricing models, refine ticketing price points and packages, and adjust revenue projections as required. Work closely with ticketing system personnel and OUE box office staff to track sales and execute ticketing programs.
- Build effective partnerships and relationships with key external stakeholders.
- Effectively manage marketing budgets to deliver plan and stay within budget.
- Oversee daily revenue tracking, database management, ensure accuracy of contracts and invoices
- Maintain open communications and effective collaborative relationships within Legends Hospitality, OUE Skyspace venue team, and building ownership.

Requirements:

- Bachelor's degree required, preferably in marketing, communications, business or related field.
- 5+ years of related experience, preferably in high-volume Sales management role. Experience in tourism, events and/or high volume attractions a plus.
- Proven leadership experience in a sales environment including coaching, mentoring, hiring, training, and performance management
- Proven experience in integrated marketing planning and execution, including management of multiple marketing channels, as well as agency partners, to meet objectives.
- Ability to proactively prioritize, manage and complete multiple projects simultaneously within time constraints and with strong attention to detail
- Knowledge of LA local and regional markets, venue operations, and special events industries
- Will have strong strategic thinking, analytical, and leadership skills, along with excellent written and oral communication skills.
- Strong analytical and financial skills a must; understanding of data analysis, research process, ticket sales patterns, and demographic trends.
- Must be creative and resourceful with excellent negotiation and communication skills.
- Experience managing a wide variety of internal and external stakeholders. Master collaborator. Team player who excels in mediating among multiple divisions and external partners and vendors.
- Entrepreneurial, with the ability to balance strong creativity and innovation with practical solutions.
- Experience thriving in a fast paced environment. Must have the ability to adapt to change on a daily basis. Passion for the space required.
- Experience in domestic and international tour & travel/group sales
- Ability to effectively evaluate risks and liabilities of special events and venue rentals
- Excellent interpersonal and communication skills
- Ability to develop and deliver sound recommendations to senior management
- Organization and planning skills, ability to prioritize and handle multiple tasks

- Ability to work both traditional and non-traditional hours (nights, weekends, holidays) as required
- Ability to delegate effectively
- Knowledge of Customer Relationship Management (CRM) and Salesforce preferred, or the ability to quickly learn, required
- Proficiency in Word, Excel, PPT

DISCLAIMER: The above is intended to describe the general contents and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities, or requirements.

Legends is an Equal Opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability, or protected veteran status.