

## Union Public Schools Job Description

**Position Title:** Director of Multipurpose Activity Center and Marketing  
**Department:** Operations/Support Services  
**Reports To:** Assistant Superintendent for Support Services

**FLSA Designation:** Exempt

**SUMMARY:** Manage the Multipurpose Activity Center to ensure its usage as a diverse, student-focused facility with the goal of self-sufficiency.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:** *Other duties may be assigned.*

- Assists with procuring furnishings, equipment, scoreboards, advertising, etc. in preparation for completion of the Multipurpose Activity Center.
- Hosts an opening and dedication of the Multipurpose Activity Center for the Union community.
- Manages the Multipurpose Activity Center including its U-Wear Store, Wellness Center, and concession facilities.
- Facilities- use committee; coordinate the scheduling of the Multipurpose Activity Center including managing and directing the scheduling and booking of the facility.
- Promotes the rental of the Multipurpose Activity Center in ways that would provide maximum benefit while ensuring that Union student needs are the top priority for scheduling.
- Develops and directs a comprehensive marketing and sales program to promote use of the Multipurpose Activity Center as stated above.
- Sets priorities relating to the use of the Multipurpose Activity Center including internal use and external sales and marketing.
- Develops and services marketing initiatives that would benefit the District and booster clubs.
- Develops partnerships between the District and/or individual schools and businesses
- Process paperwork, memos, correspondence, billings, etc. relating to internal use and external sales and marketing of the facility. Initiate and write contracts for use of the facility.
- Develops facility management and marketing staff plan.
- Oversees the recruitment and hiring of the facility management and marketing staff with the assistance of the District Human Resources Department.
- Provides leadership and direction to the facility management and marketing staff.
- Assists the Executive Director with the preparation of annual marketing and sales projection reports.
- Conducts negotiations with individuals, groups and organizations for potential utilization of the Multipurpose Activity Center.
- Works well with supervisors and other members of the team.
- Supervises the equivalent of two or more full-time employees.
- Maintains consistent and punctual attendance.
- Performs other duties assigned by supervisor or administrator.

**SUPERVISORY RESPONSIBILITIES:** The Director will supervise the equivalent of two or more full-time employees related to the Multipurpose Activity Center including the Wellness

Center, U-Wear Store and concessions. Working environment is subject to irregular work hours including nights, weekends and holidays. The supervision of the facility custodial and maintenance staff will be coordinated through the District Operations Department. Offices in the center will be provided for other departments not under the authority of this Director.

**QUALIFICATION REQUIREMENTS:** *To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

**EDUCATION and/or EXPERIENCE:** Experience in marketing and public school administration required. Degree in marketing preferred; Master's degree preferred.

**CERTIFICATES, LICENSES, REGISTRATIONS:** None.

**LANGUAGE SKILLS:** Ability to read, analyze, and interpret professional journals, technical procedures, or governmental regulations. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community. Ability to write speeches and articles for publication that conform to prescribed style and format. Ability to effectively present information to administrators, public groups/ community, and Board of Education.

**MATHEMATICAL SKILLS:** Ability to work with mathematical concepts such as probability and statistical inference, and fundamentals of plane and solid geometry and trigonometry. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations. Ability to apply financial concepts such as compound interest, time value of money, tax rates and discounts.

**REASONING ABILITY:** Ability to apply common sense understanding to carry out written and oral instructions. Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

**OTHER SKILLS and ABILITIES:** Personal computer and spreadsheet skills. Ability to apply current knowledge of current research and theory in specific field. Ability to establish and maintain effective working relationships with students, staff and the school community. Ability to speak clearly and concisely both in oral and written communication. Ability to perform duties with awareness of all District requirements and Board of Education policies.

**PHYSICAL DEMANDS:** *The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

While performing the duties of this job, the employee is frequently required to sit and talk or hear. The employee is occasionally required to stand and walk. Specific vision abilities required by this job include close vision, depth perception, and the ability to adjust focus. Some driving is required. Occasionally, yet essential to this position, the individual must meet deadlines with severe time constraints, interacting with the public and other workers. Occasionally the position requires the employee to work irregular or extended hours, direct responsibility for the safety, well-being or work output of other people and meet multiple demands from several people.

**WORK ENVIRONMENT:** *The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

The noise level in the work environment is usually quiet to moderate.