

THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

TITLE: Arena General Manager
SERIES: Park Activities

GRADE: J CODE: 3264
DATE: 3/10/94
REV: 3/17/98

Class Definition

Under general direction, manages a multi-facet complex involving considerable responsibility, complexity, and variety. Performs difficult professional managerial work in the design, management and coordination of varied programs and activities. Responsible for generating revenues through program management and the promotion of special events. Schedules events and executes facility agreements with promoters. Performs other related duties as assigned.

Examples of Important Duties

1. Directs and plans all activities at the complex for such programs and events, i.e., major sports events, concerts, trade shows, corporate and community meetings, thoroughbred racing/training, horse shows, outdoor and indoor recreation events, and county events, etc. Defines goals and objectives of complex programs. Prepares and negotiates facility rental agreements. Oversees several concessionaires operated food and beverage, and novelty sales operations.
2. Promotes Olympic development programs. Coordinates an athletic and learning component for Prince George's County students through the learning center designed to teach, tutor and train students and athletes in aspects of academics and sports.
3. Recruits, selects, and trains complex staff. Plans, schedules, and assigns work. Evaluates performance and program effectiveness and counsels staff on ways to improve. Initiates disciplinary action. Approves time cards and leave requests. Investigates employee grievances, accidents, fires, crimes. Reviews personnel actions.
4. Manages budget. Directs preparation of annual budget request. Controls expenditures within approved budget. Sets policy for obtaining goods and services. Monitors work of contractors. Processes contractual agreements in accordance with established Commission procedures.
5. Directs the design of advertising programs to publicize complex activities, programs, and services. Sends promotional materials to news media, groups, and individuals to generate interest in the complex and/or event. Negotiates complex signage and sponsorships. Markets programs with independent consultants for

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Examples of Important Duties (continued)

best marketing strategies for the complex, to include major media events, such as television and radio.

6. Coordinates externally. Meets with citizens, community groups, business groups, sports associations, national governing bodies of sports, Board of Education staff, Planning Board, County Council, and other government agencies to identify needs, plan programs, and answer questions about the complex and its functions. Reconciles differences and responds to special needs.
7. Conducts research. Reviews trade literature and national sports guidelines for all complex venues. Conducts surveys, meets with vendors and operators of other similar facilities to exchange information and identify new programs. Attends professional conferences to identify new methods, programs, and equipment that could be useful to the complex.
8. Generates revenue. Manages and directs the complex as a revenue-generating operation. Directs preparation and maintenance of records of revenues. Solicits major sponsorship for the funding of programs. Negotiates fees with consultants and promotes the facilitation of national events.
9. Monitors maintenance of all venues located both inside and outside of the complex. This includes routine custodial services, electrical, HVAC, roofing, plumbing, etc. Ensures that all recreational areas are safe, usable and playable. Provides for a safe environment for both staff and participants.

Important Worker Characteristics

- A. Considerable knowledge of (1) business administration; (2) management; (3) supervision; (4) Commission organization*; (5) Commission policies and procedures*; (6) Merit System regulations*; (7) equal employment opportunity; (8) public administration; (9) safety and health regulations; (10) risk management; (11) equipment standards; (12) operation and maintenance of plant equipment; (13) marketing.
- B. Understanding of data processing systems.

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Important Worker Characteristics (Continued)

- C. Ability to (1) solve complex problems involving many variables; (2) analyze and evaluate data; (3) read and write technical reports and correspondence; (4) make oral presentations to large groups; (5) communicate effectively at all staff levels and with the public; (6) react swiftly and effectively to emergency situations; (7) manage complex programs through subordinate staff.

*Developed primarily after employment in this job class.

Minimum Qualifications

1. Bachelor's degree in business administration, park or public administration, or related subjects; and
2. Five years of progressively responsible experience in park administration/management that relates to public assembly facility management; or
3. Equivalent combination of education and experience.
4. Valid driver's license or the ability to acquire one.

Working Conditions

Works in office. Works a diversified schedule of evenings, weekends, and holidays which often exceeds the normal workweek. Complex normally operates 7 days per week, 15-18 hours per day on a revenue-generating basis. On call 24 hours.