



Job Description

Marketing & Admissions Lead

Battle House Laser Combat
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www.battlehouselasercombat.com

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Job Purpose

This position will provide direction and support in the development and implementation of the marketing strategy and to provide supervision and leadership to the staff of admissions and lounge staff. This position will establish and work to increase customer satisfaction levels, ensure customer retention and loyalty, and help drive the achievement of profitable growth and financial objectives. This position will be responsible for maintaining compliance to alcohol and food certifications and associated regulations.

Responsibilities

Marketing

- Effectively market services and merchandise through direct contact, cold calls, phone, tradeshows, conferences, local chambers, associations, companies, other groups, etc.
- Develop and maintain content for company social media outlets including the website, Blog, Face Book, YouTube, Twitter, etc.
- Provide input and constructive criticism on the development of marketing materials, brochures, banners, etc.

Supervisory

- Assist manager in the selection, orientation, training, mentoring and evaluation of employees.
- Supervise, motivate and give guidance to admissions and lounge employees.
- Provide direct and confidential input and feedback to management for employee evaluations, personal performance, development and recognition opportunities.

Admissions & Lounge Operations

- Develop and implement effective policies and processes to ensure efficient management of the admissions and lounge operations.
- Obtain customer information ensuring completed registration information and Waivers of Liability and Release for each participant.
- Properly obtain and enter payment information.
- Maintain accurate records of payment transactions for gaming services, merchandise and beverages.
- Maintain the inventory of merchandise, beverages and office supplies.
- Maintain the BASSET certification for alcohol and food safety, ensuring individual certification, including verification and scheduling of reminders for annual re-certification.
- Keeps customers safe by following safety policies and procedures.

- Enhances company reputation by accepting ownership for high levels of customer service and positive interaction.
- Develops and maintains admission guidelines by drafting, recommending, writing and updating changes to the Operations Manual.
- Performs quality work within established deadlines.
- Assists with cleaning of the facility and equipment.
- Other duties as assigned.

Requirements

- Exceptional customer service
- Teamwork and ability to lead and motivate
- Strong people skills
- Ability to communicate effectively to large groups
- Documentation and processing skills
- Ability to use company equipment, hardware, software and MS Office Products
- Selling to customer needs
- BASSET alcohol and food certification
- High energy level
- Dependability
- Verbal communication
- Job knowledge
- Adherence to dress code