

# GENERAL MANAGER

Anchorage Convention Centers | Anchorage, AK







# The Anchorage Convention Centers

## Over 285,000 Square Feet of Northern Hospitality

The Anchorage Alaska Convention Centers and ASM Global are seeking a dynamic and results-driven General Manager to oversee the day-to-day operations of our two state-of-the-art facilities. As the cornerstone of Anchorage's event industry, we host a diverse range of gatherings, from major national conventions to local celebrations. The ideal candidate will bring a strategic mindset, exceptional organizational skills, and a customer-centric approach to ensure seamless event execution and elevate the guest experience. Join us in shaping memorable experiences for our clients and guests in the heart of Alaska's vibrant cultural landscape.

### **The Dena'ina Center**

The Dena'ina Civic and Convention Center, located in the heart of Anchorage, offers nearly 200,000 square feet of thoughtfully designed, flexible event space. The largest, most modern facility of its kind in the state, Dena'ina is ideal for events from national conventions and tradeshow to local meetings, banquets, and special occasions.

The Dena'ina Center was named to honor the Dena'ina People who have lived in the Cook Inlet Region since just after the last Ice Age. All meeting spaces have Athabascan names and the artwork throughout the facility tells the story of the Dena'ina people, today and in the past. Visitors to this state-of-the-art facility will enjoy meeting rooms and halls that combine breathtaking views, indoor/outdoor gathering spaces, and both traditional and modern artwork from cultures across Alaska. The Dena'ina features every technological and professional advantage you would expect in a world-class civic and convention center.

- Banquet and Exhibit Hall: 72,240 sq. ft. (390 booths).
- Lobbies, pre-function/circulation: 46,500 sq. ft.
- Meeting rooms (including Ballroom): 35,704 sq. ft.

### **The Egan Center**

The William A. Egan Civic & Convention Center offers more than 85,000 square feet of affordable, highly configurable meeting, exhibit, and pre-function space in the heart of downtown Anchorage.

A generation of Alaskans have come together at the Egan Center to do business, network, celebrate, and be entertained. With the completion of nearly \$5 million in upgrades in recent years, the Egan Center is ready to welcome a whole new generation of meetings and events. From conventions and expos to intimate family gatherings, there's a space at the Egan Center for any type of event.

- Explorers and Summit Hall: 30,534 sq. ft. (197 booths).
- Banquet seating for up to 1440 in Explorers Hall.
- Summit Hall, with up to 14 contiguous rooms, is our most configurable space.

## CATERING

The Anchorage Convention Centers offer high-quality, full-service, in-house catering at the Egan and Dena'ina Centers. Our very own and exclusive catering arm is called "SAVOR...Alaska," part of ASM Global. SAVOR proudly features an exemplary Culinary Team that will take care of all your wishes and can accommodate the most common and uncommon dietary needs. Whether you're looking for a business lunch on a reasonable budget, a charity auction dinner, or a special event banquet for thousands, our Team and facilities are at your service. ...SAVOR... Alaska offers specialized set menus or can develop customized menus.

We specialize in Regional Alaska and Continental cuisine. Meals are prepared on-site featuring Alaskan seafood and locally sourced fruits and veggies, using only the freshest ingredients. We procure "Alaska Grown" produce wherever possible. We make the majority of our stocks from scratch. Dressings, vinegars, and croutons are made fresh in-house. We're even baking fresh artisan breads in-house in Dena'ina's bread ovens. We're making our own desserts. We're cutting our own steaks. We can even produce our own homemade fresh pasta!

- Banquet capacity up to 5,000 diners.
- Experienced staff serves over 600 events a year.
- 9 seasonally updated menus and custom catering consultations.

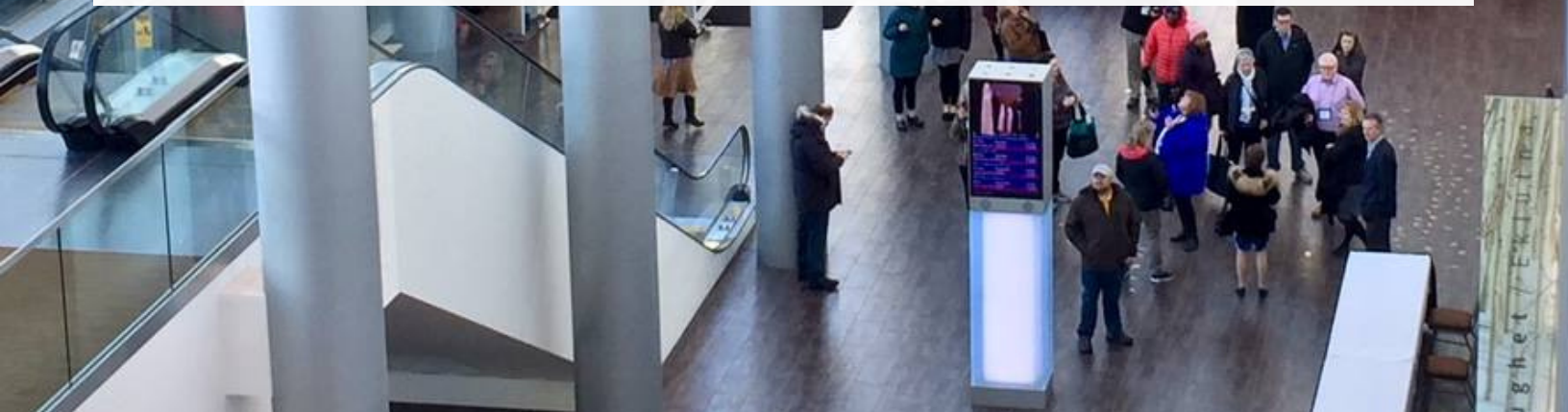
## ABOUT ASM GLOBAL

As the world's leading venue management company and producer of live event experiences, ASM Global is the preeminent management and content partner with over 350 venues worldwide. Operating and investing in the world's most important stadiums, arenas, convention centers, and theaters requires unmatched dedication and the most profound expertise. No one else offers the benefits of global scale and best-in-class local operational execution to create value and drive profitability.

ASM Global was formed by the merger of AEG Facilities and SMG, global leaders in venue and event strategy, management, and other services. For more than 40 years, clients have benefited from the depth of resources and unparalleled experience, expertise, and creative problem-solving. Success is built on the many local and national relationships and partnerships with public and private venues, event producers, suppliers, architects, developers, sports teams, and industry associations.

Together, we will create even greater experiences. Our vision is to connect the world through inspiration, innovation, and imagination in order to realize the potential of the space and places that bring people together so together, we can elevate the human spirit and move the world forward.

ASM Global boasts the largest convention center and meeting space portfolio in the world, hosting thousands of conventions, tradeshows, and business events around the world. ASM Global features the industry's only content development and strategic partnership program designed to maximize revenue with partners, including Marketplace Events, MCI Group, Feld Entertainment, Cirque du Soleil, and Mecum Auctions. Explore our portfolio [here](#).







## POSITION SUMMARY

The General Manager will have responsibility for the overall management, promotion, and operation of the facilities, including purchasing, booking, marketing, finance, human resources, food and beverage, box office, advertising, security, production, maintenance, sponsorship, group, and private event sales.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

#### **Strategic Planning and Leadership**

- Develop and implement long-term strategic plans and goals for the convention center.
- Provide strong leadership and direction to department heads and staff, fostering a collaborative and motivated work environment.
- Develops and implements facility goals in accordance with the management contract, the Client's objectives, corporate policy, and good business practice.

#### **Financial Management**

- Direct the development, administration, and execution of all financial and operating budgets and reports, ensuring financial stability and profitability.
- Monitor revenue streams, financial performance against targets, operating expenses, and capital expenses, and make adjustments as necessary.

#### **Sales and Marketing**

- Lead sales and marketing efforts to attract a diverse range of events and clients.
- Cultivate and maintain relationships with the CVB, event planners, industry partners, and community stakeholders to promote the convention center.
- Develop goals, measurement, accountability, and incentives for direct sales team success.
- Work closely with National and Regional ASM Global sales leaders to ensure sales team success.

#### **Event Planning and Execution**

- Oversee the planning and execution of events, ensuring all aspects meet or exceed client expectations.
- Coordinate with event organizers, vendors, and internal teams to ensure smooth operations.
- Assists and coordinates with the development of the annual operating calendar, activity schedules, and projections for attendance and/or revenue.

#### **Facility Maintenance and Operations**

- Ensure the physical infrastructure is well-maintained, safe, and compliant with relevant codes and regulations.
- Oversee facility management, including security, housekeeping, and maintenance staff.

#### **Customer Service and Guest Experience**

- Maintain a high standard of customer service and guest satisfaction, addressing any issues or concerns promptly and effectively.
- Implement measures to enhance the overall guest experience.

#### **Contract Management and Negotiation**

- Negotiate contracts with clients, vendors, and service providers to secure favorable terms and agreements.
- Review and approve contracts, ensuring compliance with policies and legal requirements.

#### **Compliance and Regulations**

- Ensure compliance with all local, state, and federal regulations, including health, safety, and labor laws.
- Stay up-to-date with industry best practices and emerging trends.

#### **Staff Development and Training**

- Recruit, train, and develop a skilled and motivated team.
- Conduct performance evaluations and provide constructive feedback to staff members.
- Develop and implement training, development, and performance accountability plans across all departments and staff.



## ESSENTIAL DUTIES AND RESPONSIBILITIES

### Community Engagement

- Act as a representative of the convention center in the community, participating in industry associations, civic events, and networking opportunities.
- Work closely with CVB, Facilities Committee, the city of Anchorage to ensure community engagement and collaboration is a priority.

### Crisis Management and Emergency Response

- Develop and implement contingency plans to address emergencies or unforeseen events.
- Assures the coordination, implementation, and administration of specific plans and programs prescribed by corporate directives, including matters of training and development, quality assurance, energy efficiency, safety/emergency procedures, crowd control, crisis management procedures, or other areas as needed.

### Reporting and Communication

- Provide regular reports to stakeholders, including owners, board members, or governing bodies, on the performance and status of the convention center.
- Speak and represent the Anchorage Convention Center regularly within the community, industry associations, and/or local and state gatherings.

## SUPERVISORY RESPONSIBILITIES

- Manages subordinate Directors and Managers who supervise employees in the Finance, Marketing, Sales, Operations, Box Office, Human Resources, Food and Beverage, or other facility departments.
- Is responsible for the overall direction, coordination, and evaluation of these units. Carries out supervisory responsibilities in accordance with ASM Global's policies and applicable laws.
- Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding; disciplining employees in conjunction with Human Resources; addressing complaints and resolving problems.

## EDUCATION AND/OR EXPERIENCE

- A Bachelor's Degree (BA) from a four-year accredited college or university with major coursework in business or public administration or the equivalent combination of education and experience is required.
- A well-established leader and professional with a minimum of 5-7 years of industry experience in a senior management-level position within an Arena, Convention Center, or Stadium.





## SKILLS AND ABILITIES

- Excellent communication and interpersonal skills and organizational ability.
- The ability to work with and maintain highly confidential information is required.
- The ability to work simultaneously with a wide variety of vested interest groups and to foster a cooperative environment.
- Demonstrated knowledge of the principles and practices used in the successful management of entertainment or convention facilities of a similar description.
- Strong ability to problem solve, find creative solutions, and collaborate with key partners to overcome challenges for the benefit of the economic development of Anchorage and the success of all stakeholders.
- The ability to anticipate problems and implement immediate corrective action.
- The ability to perform effectively under significant pressure is typically associated with meeting the demands and timetable of the entertainment industry.
- Considerable knowledge and experience in sales and marketing, including establishing sales and marketing plans, sales goals and metrics, sales incentives, accountability plans, and performance evaluations.
- Considerable knowledge of proactive, outbound sales strategies, including prospecting and penetrating target accounts.
- Considerable knowledge of event planning and event execution.
- Knowledge of marketing, public relations, advertising, and media relations.
- Considerable knowledge of safety regulations and other federal, state, or local laws and regulations.
- Strong orientation towards hospitality/customer service for the meeting, convention, and entertainment industry.
- Basic knowledge of facility operating standards, building maintenance, custodial, personnel, and office management.
- Effective supervisory skills. The Ability to deal effectively with human resource and personnel problems, to deal constructively with conflict, to motivate, provide counsel, and execute applicable solutions.

## TOP PRIORITIES (First six months)

- Build strong relationships internally and externally.
- Establish engagement with the community, the CVB, and with staff.
- Understand organizational structure and culture.
- Understand budget and financial expectations.
- Evaluate departmental goals, performance expectations, and set accountabilities.
- Evaluate guest service and customer experience metrics and set accountabilities.
- Collaborate with the ASM Global team to ensure all tools and resources are in place.



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**If interested in learning more about this great opportunity, please send your resume to our SearchWide Global Executive, Andrea Christopherson.**

**SearchWide Global is a full-service executive search firm primarily for companies in the travel, tourism and convention, and hotel and lodging industries. We specialize in C-Level, Director and Management level executive searches for companies ranging in size from Fortune 500 corporations to mid-sized public and private companies.**