



## Classification Description

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**OUR VISION:**

*To be the acknowledged leader in public assembly venue management in the region*

**OUR MISSION:**

*To enhance the livability and economic vitality of the metropolitan region through sound stewardship, expert management and creative development of the region's public assembly venues*

**OUR VALUES:**

*Respect ~ Excellence ~ Teamwork ~ Innovation ~ Community*

<b>Job Title</b>	Director of Sales & Marketing	<b>Bargaining Unit</b>	Non-represented
<b>Functional Job Family</b>	Sales & Marketing	<b>Classification #</b>	8303
<b>FLSA</b>	<input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non-Exempt	<b>Salary Grade #</b>	325
<b>Position Status</b>	<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time	<b>Revision Date</b>	May 2007

**Summary:**

Direct and manage national and local efforts to market and sell services offered by the Oregon Convention Center (OCC). Develop, implement and administer all marketing strategies and sales plans. Serve as management team member.

**Reasonable Accommodations:**

To perform this job successfully, an individual must be able to perform each essential duty and physical demands satisfactorily with or without a reasonable accommodation.

**Essential Functions:**

- Oversee all aspects of marketing and sales department; oversee the activities of marketing, multimedia and sales staff.
- Develop and implement marketing and sales plans and programs to support short and long range goals and objectives; develop and evaluate new services and programs.
- Develop, implement and manage the department budget; monitor and authorize expenditures; monitor and control allocation of resources.
- Meet with key clients, assisting sales team with maintaining relationships and negotiating and closing deals; provide advice and guidance in developing appropriate solutions to meet client needs.
- Oversee and approve contracts and contractual agreements for events booked at the facility; ensure contracts follow agency policies and procedures and are in compliance with applicable laws.
- Collaborate with other professional organizations, such as Portland Oregon Visitors Association (POVA), to plan and coordinate mutually beneficial business opportunities.
- Lead internal cross-departmental collaboration to meet client needs; act as liaison between marketing and sales department and other departments to ensure quality of services provide and resolve conflicts.
- Ensure the computer booking system information is accurately updated.
- Maintain knowledge of current industry practices and trends.



- Cultivate and maintain a marketing niche to distinguish OCC from national and local competition by focusing on sustainable features and other unique characteristics at OCC.

### **Secondary Functions:**

- Direct outside marketing and advertising contractors to provide maximum support and exposure for the OCC; analyze and negotiate cost effective advertising opportunities in support of sales and marketing efforts.
- Attend tradeshows and conventions to promote the OCC; work directly with local tradeshows to showcase the OCC as a premier meeting facility.
- Represent the OCC in the media and to the general public; address and respond to questions and provide information as to the services offered at the OCC.
- Other duties which may be necessary or desirable to support the agency's success.

### **Supervisory Responsibilities:**

This position achieves success through subordinate supervisors, by ensuring that they have the necessary leadership and tools to achieve success. The incumbent is responsible to carry out the full spectrum of management responsibilities in accordance with the agency's policies and applicable laws, and to ensure subordinate supervisors also carry out supervisory duties appropriately. Responsibilities include hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

### **Education and/or Experience; Certificates, Licenses, and Registrations:**

- Bachelor's Degree in sales, marketing, business administration or a related field, and
- A minimum of eight (8) years of experience in the hospitality or sales industry, and
- A minimum of three (3) years of management experience, or
- An equivalent combination of education, experience and training that would provide the knowledge, skills and abilities required for the successful performance of the essential job duties.

### **Necessary Knowledge, Skills and Abilities:**

- Knowledge of operational characteristics, services and activities of facility sales and marketing programs.
- Knowledge of organizational and management practices as applied to the analysis and evaluation of programs, policies and operational needs.
- Knowledge of the principles and practices of event scheduling and booking operations.
- Knowledge of principles and practices of account and budget preparation and controls.
- Skill in sales presentations, client relationship building, negotiation and persuading others.
- Skill in public speaking and presenting information and ideas to individuals and in group settings.
- Ability to manage, direct and coordinate the work of professional and clerical personnel.
- Ability to analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.
- Ability to research, analyze and evaluate new service delivery methods, procedures and techniques.
- Ability to communicate clearly and concisely, both orally and in writing.



- Ability to establish and maintain effective, cooperative working relationships with those contacted in the course of work.
- Ability to work various hours, including evening, weekends, and holidays.

**Physical Demands / Work Environment:**

- Majority of work is completed in a general office environment with exposure to moderate levels of noise in a well-lit, well-ventilated and moderately paced environment.
- Continuously required to read computer screen; hear and/or respond to verbal/audio cues; perform repetitive motions of hands and wrist.
- Frequently required to sit for extended periods of time; reach with hands and arms; stand and/or walk for extended periods of time.
- Rarely required to stoop, kneel, crouch or crawl; twist and/or bend; climb and/or balance; lift, push, pull and/or carry objects up to 100 pounds; exposed to outdoor weather conditions.

*“MERC believes that each employee makes a significant contribution to our overall success. That contribution should not be limited by the assigned responsibilities. Therefore, this Classification Description is designed to outline primary duties, qualifications and job scope, but not limit the incumbent or MERC, to just the specific work identified. It is our expectation that each employee will offer his or her services wherever and whenever necessary to ensure the success of our endeavors.”*

APPROVED:

_____	_____
MERC General Manager	Date
_____	_____
MERC Human Resources Manager	Date