



Classification Description

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

Job Title	Deputy Director - OCC/Director of Sales and Marketing	Bargaining Unit	Non-represented
Functional Job Family	Executive Leadership	Classification #	8307
FLSA	<input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non-Exempt	Salary Grade #	327
Position Status	<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time	Revision Date	July 2013

Summary:

Assist in oversight of the day-to-day activities and operations of the Oregon Convention Center (OCC). Assist in long-term planning, direction and management of the OCC, including implementing and managing initiatives to accomplish goals identified in the MERC Strategic Plan. Direct and manage OCC Convention Sales and Event Services, the Customer Experience, and national and local efforts to market and sell services offered by the OCC and develop, implement and administer all marketing strategies and sales plans. Manage and implement policies, procedures, programs and services that support business objectives regarding operational efficiency and revenue generation. Serve as member of the executive leadership team. Act as executive director in his/her absence.

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:

- Direct, manage and oversee the activities of staff involved in providing services at OCC, including marketing and sales, event services, operations, guest services and special services; assist in managing and implementing departmental work plans; assign projects and programmatic areas of responsibility; collaborate and coordinate with managers to organize and prioritize activities; review and evaluate work methods and procedures.
- Assist with the monitoring of the day-to-day activities of contracted food and beverage services.
- Assist in the development and management of business and operational goals, objectives, policies and procedures, and implement them through subordinate managers. Ensure focus on customer service and overall customer experience, including overseeing the staff customer service program, Be the Difference.
- 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.



- 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. Work closely with clients, operations and event staff to meet sustainability goals.
- Implement and ensure appropriate service and staffing levels; monitor and evaluate the efficiency and effectiveness of service delivery methods, policies, procedures and internal reporting relationships; assist the executive director in recommending and implementing change.
- Participate in the development and administration of the facility budget; forecast funds needed for staffing, equipment, materials, supplies and capital projects; review and approve the allocation of resources and expenditures; coordinate and collaborate with the executive director regarding budget issues and adjustments.
- Serve as liaison with resident tenants, promoters, presenters and clients; identify, negotiate and resolve issues related to services, processes and procedures. 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. 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.
- 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. Develop, implement and maintain programs and procedures to ensure team collaboration with Sales Services and Operations.
- Review and approve event settlements, purchasing transactions and payroll transactions. 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.
- Ensure the computer booking system information is accurately updated.
- Assist Executive Director in any labor negotiations.
- Collaborate and coordinate the activities and services of assigned functional areas with clients, vendors, contractors and other MERC facilities and departments.
- Collaborate and coordinate with MERC and MERC facilities on agency-wide initiatives.
- Act as the Executive Director when the Executive Director is off OCC property.

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.
- Review and evaluate department training programs to ensure fair and equitable distribution of resources and educational opportunities.
- Participate in a variety of professional organizations.
- Other duties which may be necessary or desirable to support the agency's success.

Supervisory Responsibilities:

This position achieves success by providing leadership and direction for the agency and assigned facility. The position is responsible to ensure that subordinate work groups have clear direction about the agency's goals, so that diverse work groups are able to function effectively and in concert to achieve those goals together. The incumbent is responsible to carry out the full spectrum of leadership responsibilities in accordance with the agency's policies and applicable laws, and to ensure that subordinate managers and



supervisors provide leadership to their respective workgroups. 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 with major course work in business administration, hospitality, marketing or related field, and
- A minimum of six (6) years of facility management experience with a minimum of three (3) years in a senior management position, or
- An equivalent combination of education, experience and training that would provide the knowledge, skill and ability required for the successful performance of the essential job duties may be considered.

Necessary Knowledge, Skills and Abilities:

- Knowledge of operational characteristics, services and activities of a convention center or similar facility.
- Knowledge of organizational and management practices as applied to the analysis and evaluation of programs, policies and operational needs.
- Knowledge of applicable Federal, State and local laws, policies and regulations.
- Excellent organizational, communication and leadership skills.
- Strong analytical skills to evaluate plans, programs, policies and operations.
- Skill in public speaking and presenting information and ideas to individuals and in group settings.
- Ability to work effectively with information management systems, and adapt quickly to system changes and updates.
- Ability to plan, organize, direct and coordinate the work of supervisory, professional and technical staff.
- Ability to develop, implement and administer goals, objectives and procedures.
- Ability to prepare and administer large and complex budgets and to allocate limited resources in a cost effective manner.
- Ability to analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.
- Ability to establish and maintain effective, cooperative working relationships with all levels of staff, Commission members and outside stakeholders.
- 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; stand and/or walk for extended periods of time.



A SERVICE OF METRO

“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