



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	Sales and Booking Manager – P'5	Bargaining Unit	Non-represented
Functional Job Family	Sales and Marketing	Classification #	8034
FLSA	<input checked="" type="checkbox"/> Exempt- Executive/Supervisory <input type="checkbox"/> Non-Exempt	Salary Grade #	325
Position Status	<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time	Revision Date	March 2007

Classification Description:

Generate revenue by promoting and selling facility venues and services. Supervise and coordinate the activities of staff involved in selling and booking events. Assist in the development and implementation of departmental policies, procedures, goals and objectives, and in department budget preparation.

Duties and Responsibilities:

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.

1. Promotes the rental of a MERC facility and the sales of related services offered at the facility; qualifies, sells and books business by initiating contact with new and existing clients.
2. Supervises, coordinates and manages the activities of staff involved in selling and booking events.
3. Screens client permit applications and other documents for compliance with established policies, practices and procedures; maintains accurate records and reports.
4. Assists in planning and developing marketing materials and sales strategies.
5. Assists in the implementation of departmental goals, objectives, policies, practices and priorities.
6. Maintains booking calendar and information to ensure reservations are protected against scheduling conflicts.
7. Negotiates contracts between represented facility and client to maximize revenue; ensures contracts follow agency policies and procedures and are in compliance with applicable laws; ensures that all contractual terms are met.



8. Develops and cultivates effective professional relationships; maintains contact with current and potential clients; attends events that provide opportunity for networking and relationship building within the tourism and commercial industries.
9. Conducts facility tours for potential clients; recommends appropriate space and services; answers questions; assists clients in finalizing rental arrangements.
10. Provides assistance to Assistant Executive Director in management of ticket services operations.

Secondary Functions:

1. Acts as consultant to clients, provides assistance in all aspects of event planning, execution and follow-up.
2. Other duties which may be necessary or desirable to support the agency's success.

Supervisory Responsibilities:

This position functions primarily as a first-line supervisor, ensuring subordinate staff have clear work direction and guidance. The incumbent is responsible to carry out the full spectrum of supervisory responsibilities in accordance with the agency's policies and applicable laws. 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 marketing, business administration, or a related field, and
- A minimum of four (4) years of experience in sales and marketing, including two (2) years experience in facility or venue sales, 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

Knowledge, Skills and Abilities:

- Operational characteristics, services and activities involving sales and events management
- Principles and practices of event scheduling and booking operations
- Procedures, methods and techniques of marketing and sales
- Basic accounting principles
- Sales presentations, client relationship building, negotiation and persuading others
- Public speaking and presenting information and ideas to individuals and in group settings
- Interpret and explain booking and scheduling policies and procedures
- Recognize and evaluate various options and opportunities and determine the most effective course of action
- Communicate clearly and concisely, both orally and in writing



- Establish and maintain effective working relationships with those contacted in the course of work
- Supervise and manage staff and resources in an effective and efficient manner
- Manage projects and coordinate the work of staff, vendors and contractors
- Work effectively with information management systems, and adapt quickly to system changes and updates
- 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 a computer screen; perform repetitive motions of hands and wrist; hear and/or respond to verbal/audio cues; sit for extended periods of time
- Frequently required to reach with hands and arms; stand and/or walk for extended periods of time
- Rarely required to twist and/or bend; lift, push, pull and/or carry objects up to 25 pounds

“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