



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 Events Manager	Bargaining Unit	Non-represented
Functional Job Family	Sales and Marketing	Classification #	8057
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	May 2007

Classification Description:

Generate revenue by promoting and selling services offered by the Expo Center. Manage sales and events management staff. Develops and implements departmental policies, procedures, goals and objectives. Serve as member of the management team.

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. Plans and directs the national, regional and local efforts of the sales and events department; manages, supervises and coordinates the activities of sales and events staff.
2. Represents the facility as a primary sales contact; develops and cultivates ongoing relationships with current and potential clients; researches new business leads; promotes the rental of the facility and the sales of related services offered at the facility; prepares and presents proposals to potential licensees; initiates and coordinates negotiations for sales and license agreements.
3. Directs, manages and oversees all aspects of events services and initiatives to enhance revenue through returning business; meets with clients to determine event needs; provides information on available services and sells the facility and its full range of services; manages and supervises the activities of event managers and event planning, liaison services, staffing and event communication; manages, coordinates and oversees services provided to clients and staff working during events.
4. Prepares event documents, including production and event schedule, service and utilities orders, staffing requests, diagrams, floor plans, etc.; calculates estimates, billing statements and purchase orders; ensures events have all applicable insurance and permits.



5. Organizes and participates in meetings, tours, tradeshow, etc. for the purposes of marketing information to a diverse group of clientele.
6. Coordinates activities with other departments to ensure services are appropriate and performed in an efficient and timely manner.
7. Manages and coordinates facility event calendar.
8. Develops, manages and monitors sales and events budgets; evaluates progress and resources; makes adjustments as needed; forecasts fiscal assumptions.
9. Develops, manages and monitors the facility website; troubleshoots technical problems.
10. Negotiates and coordinates advertising efforts to ensure maximum exposure for the facility; develops ad campaigns; promotional materials and delivery methods.

Secondary Functions:

1. Reviews, approves and closes all event settlements as part of the accounting process.
2. Coordinates and leads department meetings.
3. Acts as consultant to clients, provides assistance in all aspects of event planning, execution and follow-up
4. 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 five (5) years of sales or marketing experience, including two (2) years experience in a similar facility, and
- A minimum of two (2) years of lead or supervisory 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

Knowledge, Skills and Abilities:

- Operations characteristics, services and activities involving sales and events management
- Basic accounting principles and budget preparation
- Procedures, methods and techniques of marketing and sales
- Principles and practices of event scheduling and booking operations



- Public speaking with the ability to communicate effectively and present information and ideas to the public, the agency and new organizations
- 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
- Communicate clearly and concisely, both orally and in writing
- Recognize and evaluate various options and opportunities and determine the most effective course of action
- Establish and maintain effective, cooperative working relationships with those contacted in the course of work
- Lead 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 computer screen; perform repetitive motions of hands and wrist; hear and/or respond to verbal/audio cues
- Frequently required to stand and/or walk for extended periods of time
- Occasionally required to sit for extended periods of time
- Rarely required to stoop, kneel, crouch or crawl; twist and/or bend; reach with hands and arms; climb and/or balance; lift, push, pull and/or carry objects up to 50 pounds; exposed to fumes or airborne particles; exposed to outdoor weather conditions; work near or around electricity

“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