

Classification description



Title: Senior Account Executive
Classification Title: Event Manager II
Job Code: 8181
Pay Range: 536
FLSA Status: Exempt – Executive/Supervisory

Employee Group: Non-Represented
Established: June 2012
Revised: Oct., 2016; July 2018; Jan. 13, 2020
EEO Category: Officials and Administrators

DESCRIPTION

Manage, coordinate and sell a complex and broad range of events at assigned facility. Manage, coordinate and oversee all aspects of services provided to assigned events. Liaise with clients and staff to provide information and assistance during events. Work with clients to ensure repeat booking of events. Ensure compliance with established policies, procedures, programs and services. Works under minimal supervision.

DISTINGUISHING FEATURES

The Senior Account Executive is distinguished from the Account Executive in that it manages larger and more complex events; is responsible for rebooking clients and resolving scheduling conflicts. Serves as project manager for events and contracts of all sizes and complexity.

DUTIES AND RESPONSIBILITIES

1. Generates revenue by promoting facility rental and selling services to new and existing clients with assigned events; re-books business by following up with clients after events.
2. Recommends, develops and implements targets, short- and long-term strategies for meeting goals. Works collaboratively with Director, Sales Manager and other event staff to ensure these targets are met.
3. Negotiates and project manages contracts between represented facility and client to maximize revenue; ensures contracts follow agency policies and procedures and are in compliance with applicable laws and policies; creates event documents, diagrams, floor plans, etc.
4. Maintains booking calendar and information to ensure reservations are protected against scheduling conflicts. Resolves scheduling conflicts with customers and vendors to meet short-term goals and long-term relationships.
5. Develops and cultivates effective ongoing professional relationships; maintains contact with current clients; attends events that provide opportunity for networking and relationship building within the tourism and commercial industries.
6. Meets with clients to determine event needs; provides information on available services; conducts tours of facility; recommends appropriate space and services; answers questions; assists clients in finalizing rental arrangements.
7. Manages, coordinates and oversees services provided to clients, such as audiovisual, telecommunications, set-up, custodial, maintenance, security, parking, catering and admissions.

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8. Coordinates the work of vendors and contractors, such as catering services, concessionaires, parking, shipping/receiving, etc. Maximizes catering food and beverage opportunities.
9. Prepares written critiques of each event; calculates, prepares, and submits summary billing statements; prepares addenda to contracts; prepares and reconciles event settlements within established guidelines and timeframes. Maintains accurate and complete records and produces various reports.
10. Coordinates activities with other departments to ensure services are appropriate and performed in an efficient and timely manner.
11. Ensures compliance with policies, procedures, codes, ordinances, regulations, and other requirements, including but not limited to OSHA.
12. Participates in interdepartmental planning meetings and leads facility scheduling meetings.

It is the responsibility of all Metro employees to:

1. Actively participate on committees and/or attend meetings as assigned.
2. Fulfill Metro's core values of public service, excellence, teamwork, respect, innovation and sustainability. This includes, but is not limited to:
 - Build and maintain positive relationships and contribute to a positive team atmosphere; engage others in ways that foster respect and trust
 - Encourage and appreciate diversity in people and ideas – seek to understand the perspectives of others
 - Provide excellent customer service – assist the public, public officials and agency partners, and other employees in a professional and courteous manner with the goal of meeting or exceeding expectations
 - Practice continuous improvement - research new possibilities, contribute ideas and stay current in field of work
 - Demonstrate sustainable practices in applicable field and generally for resource use and protection
 - Work assigned schedule (if applicable); exhibit regular and predictable attendance
 - Practice safe work habits
 - Comply with Metro and Metro's visitor venues policies, procedures and applicable work rules; applicable law and collective bargaining agreements as appropriate
3. Perform assigned duties during an emergency situation.
4. Perform other duties as assigned.

JOB SPECIFICATIONS

Education/Licensing and Work Experience

- A minimum of five (5) years of experience in a public assembly building or related facility, and

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- A Bachelor's degree with major course work in public relations, marketing, business administration or related field, 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
- Must possess a current and valid Cardiopulmonary Resuscitation Certification

Knowledge, Skills and Abilities

- Operations, services and activities of a public assembly facility or related facility
- Principles, procedures, methods and techniques of marketing and event management
- Basic accounting principles
- Strong organizational skills
- Effectively coordinate the work of others
- Sales presentations, client relationship building, negotiation and persuading others
- Public speaking and presenting information and ideas to individuals and in group settings
- Plan, implement and coordinate projects
- Interact effectively with diverse groups of promoters, clients and the public and remain calm, professional, and polite
- Prioritize and multi-task; must be organized and flexible to change course of work/projects as circumstances dictate
- Establish and maintain effective, cooperative working relationships with those contacted in the course of work
- Interpret and explain booking and scheduling policies and procedures
- Focus and maintain a calm demeanor in a high-paced environment
- Analyze information and use logic to resolve issues and problems
- Communicate clearly and concisely, both orally and in writing
- Work effectively with information management systems, and adapt quickly to system changes and updates
- Apply Federal, State, local laws, regulations, and agency policies and procedures for respective field.
- Perform all position essential duties and responsibilities
- Fulfill Metro's core values of public service, excellence, teamwork, respect, innovation and sustainability
- Work assigned schedule and exhibit regular and predictable attendance
- Work in a safe manner and follow safety policies, practices and procedures
- Comply with Metro and Metro's visitor venues policies, procedures and applicable work rules; applicable law and collective bargaining agreements as appropriate
- Successfully pass the background check and screening requirements required for the

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position

SUPERVISION RECEIVED

Supervision is received from the Venue Director/Executive Director

SUPERVISION EXERCISED

- Provides lead direction to all sales and event staff during an event. Lead functions may include coordinating and overseeing the work of admissions staff, operations staff, volunteers and security services during assigned events.
- Provides direct supervision for Receptionists and Event Managers

Tools and Equipment Used

Standard office equipment is used.

Work Environment

Work various hours, including evening, weekends, and holidays. Work is performed in an indoor environment with exposure to moderate levels of noise in a well-lit, well ventilated and fast paced environment. Frequently required to sit for extended periods of time; lift, push, pull and/or carry objects of up to 25 pounds

The classification description indicates the general nature and level of work of positions grouped within this classification; it is not intended to be a comprehensive inventory of all duties and responsibilities, job specifications, work environment or other characteristics of a specific position. The classification description is not an employment agreement between the employee and Metro or Metro's visitor venues and is subject to change by Metro. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.