

METROPOLITAN EXPOSITION RECREATION COMMISSION

Resolution No. 00-21

Approving a new personnel classification of Senior Sales Representative.

The Metropolitan Exposition Recreation Commission finds:

1. The Commission has the authority to create new positions necessary to manage and administer the operations of its facilities.
2. The Commission does not currently have a position classification with the duties and responsibilities of the Senior Sales Representative in the operation of the Oregon Convention Center.
3. Human Resources has appropriately classified this position of Senior Sales Representative at a salary range 049, \$40,827 - \$52,115.
4. That the current OCC FY 2000-2001 budget is sufficient to encompass the pay range for the Senior Sales Representative position at salary range 049.

BE IT THEREFORE RESOLVED, that the Metropolitan Exposition Recreation Commission approves the new classification of Senior Sales Representative, per the attached Job Description; Exhibit A, effective July 1, 2000.

Passed by the Commission on July 19, 2000.

JABLED

Chair

Secretary-Treasurer

Approved as to Form:
Daniel B. Cooper, General Counsel

By: Kathleen Pool, Sr. Assist. Counsel

Job Code:		Established: 7/00
Title:	Sr. Sales Representative	Revised:
Range:	049	EEO:
Bargaining Unit:	Non-represented	
FLSA:	Exempt	

GENERAL STATEMENT OF DUTIES:

Generate revenue by representing the facility as a desirable location for citywide national conventions, trade shows and meetings.

SUPERVISION RECEIVED:

Supervision is received from the Sales & Marketing Manager

SUPERVISION EXERCISED:

Supervision is exercised over administrative staff. May provide lead direction to other professional staff.

DISTINGUISHING FEATURES OF THE CLASSIFICATION:

The Senior Sales Representative classification is distinguished from the Sales Representative classification by responsibility for large and complex projects and involvement in policy formulation and strategy development, and/or by the responsibility to serve as a lead over other professional staff.

EXAMPLES OF PRINCIPAL DUTIES:

- Represents the facility as the primary sales contact with the Portland Oregon Visitor's Association (POVA) sales staff. Works directly on accounts, creates proposals, assists POVA/OCC sales directors with reports and projects.
- Lead responsibility for sales and marketing staff decisions involving pricing, scheduling and booking of facility events.
- Represents the facility to potential clients; conducts facility tours; answers questions and provides information regarding facility services; assists clients in finalizing booking arrangements.
- Independently negotiates rental and event related costs with clients.
- Participates as an exhibitor in industry-related conventions to promote the facility as a convention destination.
- Prepares and presents proposals to potential clients locally, regionally and nationally.
- Schedules and maintains current and new bookings making decisions based on best maximum use of facility.
- Prepares reports on departmental operations and activities.
- Participates in strategic planning and implementation of sales efforts.
- Manage the Sales & Marketing department in the absence of the manager
- Other duties as assigned.

Senior Sales Representative

RECRUITING REQUIREMENTS: **KNOWLEDGE, SKILL, ABILITY**

- Knowledge of procedures, methods and techniques of marketing and sales.
- Knowledge of event scheduling and booking operations.
- Knowledge of principles and practices of accounting.
- Knowledge of client needs as they apply to facility usage.
- Knowledge of pertinent Federal, State and local laws, codes and regulations.
- Must have excellent negotiation and organizational skills and the ability to handle difficult situations with clients and public.
- Ability to plan and organize facility events efficiently.
- Ability to lead and coordinate the work of administrative and professional personnel.
- Ability to develop/implement comprehensive sales programs to promote facility use.
- Ability to prepare contracts, correspondence and other documentation.
- Ability to maintain accurate financial records.
- Ability to communicate clearly and concisely, both orally and in writing.

MENTAL AND PHYSICAL REQUIREMENTS

Mental activities required by this job include frequent decision making, interpersonal skills, teamwork, creativity, customer service, use of discretion, presentations, problem analysis, negotiation skills and the ability to perform math and read, write, speak and understand English. Required physical activities can include frequent keyboard fingering, talking, repetitive motions of hands and wrists, sitting, hearing, handling and lifting and carrying objects under 20 pounds.

WORKING CONDITIONS

Work is performed primarily in an indoor office environment. Employees in this classification may need to work with difficult individuals and can be exposed to toxic chemicals or materials normally found in an office setting. Travel, evening meetings and extensive overtime may be required.

EXPERIENCE AND TRAINING

Bachelor's degree from an accredited college or university with major course work in marketing, business administration or related field and three years of increasingly responsible sales and marketing experience; or any combination of experience and training which provides the knowledge, skill and ability required for successful performance of the essential job duties.

LICENSES:

Possession of, or ability to obtain, a current Cardio Pulmonary Resuscitation certificate.
Possession of, or ability to obtain, an appropriate and valid driver's license.

MERC STAFF REPORT

Agenda Item: Approval of new Job Classification of Senior Sales Representative

Resolution: 00-21

Date: July 19, 2000

Presented by: Jeffrey A. Blosser

Background Analysis:

With the implementation of the Oregon Convention Center expansion program and the current and projected growth in revenues is it vital to have a Senior Sales Representative who can make independent decisions and lead the Sales and Marketing division when the Sales and Marketing Manager is unavailable due to involvement in expansion efforts.

This position is the major revenue generator for OCC Sales and is responsible for managing large consumer shows and national conventions. This position is also responsible for monitoring the OCC future booking calendar to ensure maximum use of space and develops and maintains the on-going cross-training programs with POVA as well as providing lead direction and guidance to the OCC Sales team.

The duties assigned to this position warrant a new classification title and salary range. The proposed new classification is Senior Sales Representative and the recommended salary range is 049. This new classification and the defined job duties have been reviewed and approved by the General Manager and Human Resources.

Fiscal Impact:

Salary Range 049 is 5% above the Salary Range 047 Sales Representative position. The impact of this salary adjustment in the FY 00-01 budget is approximately \$3,300. There are sufficient funds in the budget to cover this amount.

Recommendation:

Staff recommends that the Metropolitan Exposition Recreation Commission approve the creation of the Senior Sales Representative position to handle the increased responsibilities as outlined in the Background Analysis.