

METROPOLITAN EXPOSITION RECREATION COMMISSION

Resolution No. 00-42

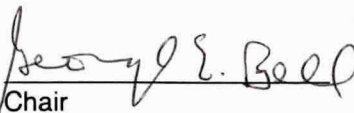
Approving a new personnel classification of Sales & Events Manager

The Metropolitan Exposition Recreation Commission finds:

1. That the Commission has the authority to create new positions necessary to manage and administer the operations of its facilities.
2. That the Commission does not currently have a position classification with the duties and responsibilities of the Sales & Events Manager in the operation of MERC facilities.
3. That Human Resources has classified this position of Sales & Events Manager at a salary range of 053 with a minimum rate of \$46,485, a market target of \$52,908 and a maximum rate of \$59,330.
4. That the current budget is sufficient to encompass the pay range for the Sales & Events Manager.

BE IT THEREFORE RESOLVED, that the Metropolitan Exposition Recreation Commission approves the new classification of Sales & Events Manager per the attached Job Description; Exhibit A.

Passed by the Commission on November 15, 2000.


Chair


Secretary-Treasurer

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

By: 
Senior Assistant Counsel

MERC STAFF REPORT

Agenda Item: Approval of new Job Classification of Sales & Events Manager

Resolution No:00-42

Date: November 15, 2000

Presented by: Chris Bailey

Background Analysis:

With the addition of Exhibit Hall E in 1997 and the significantly improved facilities envisioned with the completion of Exhibit Hall D, the duties associated with marketing, licensing and managing the coordination of events at the Expo Center have and will increase accordingly. In order to manage these emerging resource and service conditions, it is necessary to establish a job classification that meets the required knowledge, skills and abilities commensurate with the required duties. Following the completion of a Job Information Questionnaire, Metro's office of Human Resources developed an appropriate classification titled Sales and Events Manager.

This position is responsible for generating revenue by marketing, licensing and representing the facility as a desirable location for local, regional and national consumer shows, trade shows, special events and meetings. This position also manages and coordinates events, staff and activities with licensees, subcontractors and public agencies related to all facility events.

The duties assigned to this position warrant a new classification title and salary range. The proposed new classification is Sales & Events Manager and the recommended salary range is 053 with a minimum rate of \$46,485, a market target of \$52,908 and a maximum rate of \$59,330.

Fiscal Impact:

Approval of this classification represents a potential increase of approximately \$5,000 to the budget. This potential increase can be accommodated in the current budget as well as the proposed FY 02 budget.

Recommendation:

Staff recommends that the Metropolitan Exposition Recreation Commission approve the proposed classification of Sales & Events Manager.

Exhibit A

Metropolitan Exposition Recreation Commission

Job Code:		Established:	11/00
Title:	Sales & Events Manager	Revised:	
Range:	053	EEO:	
Bargaining Unit:	Non-represented		
FLSA:	Exempt		

GENERAL STATEMENT OF DUTIES

- Generates revenue by marketing, licensing and representing the facility as a desirable location for local, regional and national consumer shows, trade shows, special events and meetings.
- Manages and coordinates events, staff and activities with licensees, subcontractors and public agencies related to all facility events.

SUPERVISION RECEIVED

Supervision is received from a facility director.

SUPERVISION EXERCISED:

Supervision is exercised over professional, administrative and technical staff.

EXAMPLES OF PRINCIPAL DUTIES

An employee in this classification may perform any of the following duties. However, these examples do not include all the specific tasks which an employee in this classification may be expected to perform.

- Represents the facility as the primary marketing and sales contact. Prepares and presents proposals to potential licensees.
- Lead responsibility for sales and marketing staff decisions involving scheduling and licensing of facility events.
- Participates in strategic planning and implementation of marketing and sales efforts.
- Conducts facility tours; answers questions and provides information regarding facility services; finalizes licensing arrangements.
- Determines facility rental and event related costs with licensees.
- Participates in industry-related trade shows, conventions and conferences to promote the facility as an event destination.
- Responsible for managing all facility events including event planning, liaison services, staff and event communication; ensures compliance with policies, procedures and codes.

- Manages and participates in the development and implementation of goals, objectives, policies and priorities involved in coordinating facility events including coordinating technical services and operations functions.
- Acts as consultant to licensees to provide information regarding facility capabilities; prepares facilities for licensee's use; determines specific needs; coordinates staffing, material and equipment needs.
- Monitors and supervises events in progress to ensure needed service levels are being provided.
- Prepares reports on departmental operations and activities.
- Participates in the development and administration of departmental budgets; monitors expenditures; implements adjustments as necessary.
- Responds to and resolves difficult and sensitive inquiries and complaints.

RECRUITING REQUIREMENTS

KNOWLEDGE, SKILL, ABILITY

- Knowledge of operational characteristics, services and activities involving events management.
- Ability to plan, organize and monitor facility events effectively.
- Knowledge of procedures, methods and techniques of marketing and sales.
- Ability to develop and implement comprehensive sales and marketing programs to promote facility use.
- Knowledge of technical requirements, methods, equipment, materials and other systems as they apply to facility events.
- Ability to maintain accurate financial records.
- Knowledge of pertinent local, state and federal laws, codes and regulations.
- Must have excellent negotiation and organizational skills and the ability to handle difficult situations with clients and public
- Ability to supervise and coordinate the work of professional, technical staff and administrative staff
- Ability to develop and implement event specifications and drawings.
- Knowledge of budget preparation and monitoring
- Excellent verbal and written communication skills.

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 and an employee can be exposed to toxic chemicals or materials normally found in an office setting. An employee in this classification is expected to work all hours as may be required to include evenings, weekends, holidays and travel.

EXPERIENCE AND TRAINING

Bachelor's degree with major course work in marketing, business administration or related field and three years of increasingly responsible experience coordinating events for a major facility and 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 valid Oregon drivers license.
Possession of, or ability to obtain, a current Cardio Pulmonary Resuscitation certificate.