

# Classification description



**Title:** Assistant Sales and Booking Manager  
**Job Code:** 8036  
**Pay Range:** 324  
**FLSA Status:** Exempt – Administrative or Executive/Supervisory

**Employee Group:** Non-Represented  
**Established:** November 2013  
**Revised:** January 2019  
**EEO Category:** Professionals or Officials and Administrators

## DESCRIPTION

Assist the Sales and Booking Manager with managing and supervising Portland's Sales and Booking operations and staff. Assist in developing and implementing department goals, priorities and department budget; planning and developing marketing materials to increase sales for private events such as weddings and receptions; sales strategies for theatre rentals; and revenue generation through promoting and selling facility venues and services and rental activities of theatres, lobby spaces and rehearsal halls.

Specifically at Portland's

Assist the Director of the Portland's Programming and Booking Department, lead and manage both commercial and non-profit theatre rentals to generate revenue for Portland's; assist the Director for Portland's Presents shows and work with agents and artists when booking Portland's Presents events and be involved in these events through settlement; assist with planning and developing marketing and sales strategies and develop and implement department goals for Portland's Presents.

## DISTINGUISHING FEATURES

The Assistant Sales and Booking Manager functions in an assistant management capacity to the Sales and Booking Manager assisting with the planning and budgeting processes, analyzing data and preparing reports, negotiating larger and more complex contracts, and serving as the principal representative to promoters and agents.

## DUTIES AND RESPONSIBILITIES

1. Promotes the rental of facility and the sales of related services; markets and builds networks through attendance at conventions and other meetings. Qualifies, sells and books business by initiating contact with new and existing clients; assists in analyzing, developing and implementing sales leads, including co-promotion strategies.
2. Develops and cultivates effective professional relationships, including promoter and artist agent relations. Maintains contact with current and potential clients; attends events that provide opportunity for networking and relationship building within the tourism and commercial industries.
3. Provides and ensures excellent customer service and a supportive and respectful environment. Investigates and resolves requests and concerns.

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4. Negotiates large, complex contractual agreements between represented facility and customer to maximize revenue. Screens client's permit application and other documents for compliance with established policies and procedures; determines if new business fits within guidelines and meets the facility's mission.
5. Maintains booking calendar to ensure reservation of contracted space and dates are protected against scheduling conflicts; enters booking information and maintains information in scheduling and booking documents as well as electronic booking system.
6. Prepares license agreements with negotiated terms for the rental of space. Writes and assembles proposals/bids and correspondence; prepares estimates and various reports on operations and activities and provides assistance and staff support to manager.
7. Conducts facility tours. Recommends appropriate space and services to clients; provides information regarding facility and services and assists clients in finalizing booking arrangements.
8. Tracks sales and attendance data; prepares reports.
9. Supervises, coordinates and manages assigned staff.
10. Provides strategic support, including input to the planning process for short- and long-term goals. Responsible for carrying out strategic initiatives.
11. Assists in developing and administering the annual department budget. Monitors service levels, labor costs, products and prices, and facility and maintenance needs to help ensure compliance to established budget and provide input to budget formulation and service planning; may include sales forecasts and cost/project estimates, and contract management.
12. Develops and maintains procedures, standards and processes.
13. Completes assigned paperwork and reports in a timely and accurate manner and maintains computerized and hard copy records and files.
14. Coordinates efforts and activities with other internal work units and departments and with outside agencies and organizations, and contractors. Participates on, and/or leads, various committees, meetings and workgroups.
15. Maintains, and exhibits discretion with, confidential and/or sensitive information.

### Specifically at Portland'5

16. Work with the Director on programming the Portland'5 Presents season, including keeping up with the industry on new acts and industry trends.
17. Process Portland'5 Presents artist contracts and ensure contractual obligations, payments, hotels, and equipment rental are met.
18. Work on site at Portland'5 Presents performances as promoter rep, settle shows with tours and venue accounting departments.
19. Develop and cultivate effective professional relationships, promoter and artist agent relations. Maintains contact with current and potential clients; attends events that provide opportunity for networking and relationship building within the performing arts industry.

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20. Provides and ensures excellent customer service and a supportive and respectful environment. Investigates and resolves requests and concerns.

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; and
  - 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**

- Three years of experience scheduling events at a large venue, such as a convention center or performing arts facility and
- Bachelor's degree with major course work in marketing, business administration or related field or
- Any combination of education and experience that provides the necessary knowledge, skills, and abilities to perform the classification duties and responsibilities
- Current driver's license and driving record sufficient to be insured by Metro insurance carrier
- Possess or have the ability to obtain a CPR/AED certification
- Must be able to work evenings, weekends, and holidays

#### **Knowledge, Skills and Abilities**

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- Operational uniqueness, services and activities of facility sales and marketing programs with the ability to plan and organize facility events efficiently
- Organizational and management practices as applied to the analysis and evaluation of programs, policies and operational needs
- Modern and complex principles and practices of event scheduling and booking operations
- General understanding of staging and technical operations of theatres
- Principles and practices of accounting, including budget preparation and control with the ability to prepare and administer large and complex budgets
- Principles of supervision, training and performance evaluation with the ability to manage, direct and coordinate the work of professional and clerical personnel and select, supervise, train and evaluate staff
- Principles of crowd management
- Client needs as they apply to facility usage
- Develop and implement comprehensive marketing and sales programs to promote facility use
- Provide administrative and professional leadership and direction for marketing of space rental activities
- Recommend and implement goals, objectives and practices for providing effective and efficient facility scheduling, booking and marketing services
- Negotiate and implement facility contracts for services
- Prepare clear and concise administrative and technical reports
- Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals
- Research, analyze and evaluate new service delivery methods, procedures and techniques
- Perform responsible and difficult work involving the use of independent judgment and personal initiative
- Ability to communicate clearly and concisely, both orally and in writing
- Establish and maintain effective working relationships with those contacted in the course of work
- 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
- Use discretion with confidential and sensitive matters
- Perform all position essential duties and responsibilities
- Successfully pass the background check and screening requirements required for the position

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In addition to the above, specifically at Portland'5:

- Understanding of the performing arts industry, best practices within rental and in-house presentation areas
- General understanding of technical operations, box office process, and front of house staffing for theatres.

### **SUPERVISION RECEIVED**

Function in an assistant management capacity to the Sales and Booking Manager

### **SUPERVISION EXERCISED**

Supervises and coordinates assigned staff

### **RELATIONSHIPS/CONTACTS**

Contact with new and existing clients, including promoter and artist agent relations. Attends events that provide opportunity for networking and relationship building within the tourism and commercial industries and also coordinates efforts and activities with other internal work units and departments.

### **TOOLS AND EQUIPMENT; PROTECTIVE CLOTHING**

Traditional office equipment, such as computer, phone, copier, etc.

### **WORK ENVIRONMENT**

Traditional office environment with occasional travel required. As necessary to meet workload demands, works outside of typical schedule including evening/weekend hours, including holidays.

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*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.*