



Title:	Assistant Director of Sales	Employee Group: MERC Non-represented
Job Code:	8032	Established: August 12, 2014
Pay Range:	324	Revised:
FLSA Status:	Exempt - Administrative	EEO Category: Professionals

CLASSIFICATION DESCRIPTION

Serve in a senior role, lead and manage a team of sales managers and administrative staff in local and national efforts to generate revenue for the Oregon Convention Center (OCC). Represent the facility as a desirable location for national conventions, local and national tradeshows, public shows and meetings; partner with Travel Portland to promote the city and OCC; assist with planning and developing marketing and sales strategies and develop and implement department goals.

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; and assists in analyzing, developing and implementing sales leads, including co-promotion strategies for both the short and long term success of the OCC.
2. Represents the facility as the primary sales contact with Travel Portland sales staff. Works directly on accounts, creates proposals, and assists Travel Portland/OCC sales directors with reports and projects.
3. Manages sales staff including making decisions involving pricing, scheduling, and booking of facility events.
4. Represents OCC to potential clients. Conducts tours, answers questions, provides information regarding services, policies and procedures; and assists clients in finalizing arrangements and agreements.
5. Negotiates large, complex contractual agreements to maximize revenue. Screens client permit application and other documents for compliance with established policies and procedures; determines if new business fits within guidelines and meets the facility mission.
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.
7. Participates as an exhibitor in industry-related conventions/tradeshows and sales missions to promote Portland and OCC as a convention destination.
8. Prepares and presents proposals to potential clients locally, regionally and nationally. Manages a wide variety of high-profile national customers; works with planners, boards,

directors, committees and multiple third parties to promote and sell Portland and the OCC as a convention destination.

9. Leads departmental meetings and attends senior level meetings as needed.
10. Assigns and distributes leads and workload amongst the sales team.
11. Schedules and maintains current new bookings; makes decisions regarding best use of facility.
12. Prepares reports and analysis on departmental operations and activities. Assists in developing and administering the annual department budget. Monitors service levels, labor costs, products and prices, and facility and maintenance needs to help assure compliance to established budget and to provide input to budget formulation and service planning; may include sales forecasts and cost/project estimates, and contract management.
13. Evaluates and writes performance reviews for sales managers and sales administrative staff.
14. Assists the Deputy Director with a high level of expertise. Makes recommendations, provides information, and prepares and presents reports, statistics and analysis.
15. Participates in the strategic planning of the department including revenue projections, development ideas, sales and marketing campaigns and successful completion of all events.
16. Manages the sales and marketing department in the absence of the Deputy Director.
17. Performs related duties and responsibilities as required.

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

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

Possess a valid driver's license issued in the incumbent's state of residency. Possess or have the ability to obtain a current CPR/AED Certification. Must be able to work nights, weekends, and holidays. CMP or CASE required or in progress to obtain within one year of hire/promotion date.

Knowledge, Skills and Abilities

- Operational characteristics, services and activities of facility sales and marketing programs
- 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
- Stage and technical characteristics of assigned facility
- Principles and practices of accounting, budget preparation and control
- Principles of supervision and training; and motivation, team development and workplace culture
- Principles of crowd management
- Client needs as they apply to facility usage
- Pertinent Federal, State and local laws, codes and regulations
- Manage, direct, coordinate and evaluate the work of professional and administrative personnel
- Develop and implement comprehensive marketing and sales programs to promote facility use
- Provide administrative and professional leadership and direction for all sales and marketing activities
- Recommend and implement goals, objectives and practices for providing effective and efficient facility scheduling, booking and marketing services
- Plan and organize facility events efficiently
- Negotiate and implement facility contracts for services
- 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
- Understand the organization and operation of MERC/Metro and of outside agencies as necessary to assume assigned responsibilities
- Communicate clearly and concisely, both orally and in writing, including administrative and technical reports
- Establish and maintain effective working relationships with those contacted in the course of work

- 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
- Use discretion with confidential and sensitive matters
- Successfully pass the background check and screening requirements required for the position

SUPERVISION RECEIVED

Deputy Director, Oregon Convention Center

SUPERVISION EXERCISED

This position has no supervisor responsibility but may provide leadership and guidance to administrative staff and/or employees working on projects.

TOOLS AND EQUIPMENT; PROTECTIVE CLOTHING

Work is performed in a standard office environment where work pressures, disturbances of workflow and/or irregularities in the work schedule are expected and occur on an intermittent basis. Changes in the performance environment require occasional upgrading of skills. Minimal physical exertion is generally required. Learned physical skill is required to perform keyboarding and 10-key functions.

WORK ENVIRONMENT

This position requires the ability to perform those activities to complete the essential functions of the job, either with or without reasonable accommodation. Mental activities required by the employee in this position include decision making, interpersonal skills, lead skills, teamwork, creativity, customer service, mentoring, use of discretion, presentations/teaching, problem analysis, negotiation, and the ability to perform math and to read, write, speak and understand English. Required physical activities can include frequent keyboard fingering, talking, repetitive motions of hands and wrists, sitting, hearing and lifting, pushing, pulling, and carrying objects weighing up to 10 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.