

Title: Director of Sales
Job Code: 8303
Pay Range: 325
FLSA Status: Exempt - Executive/Supervisory

Employee Group: Non-represented
Established: May 2007
Revised: January 6, 2016
EEO Category: Officials and
Administrative

CLASSIFICATION DESCRIPTION

Serve in a Director role and direct 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 tradeshow, public shows and meetings; partner with Travel Portland to promote the city and OCC, plan and develop marketing and sales strategies, and develop and implement department budget and goals.

DISTINGUISHING FEATURES

This is a single job and not grouped in a classification.

DUTIES AND RESPONSIBILITIES

1. Oversees and directs the sales staff including making decisions involving pricing, scheduling, and booking of facility events, travel and workload distribution. Prepares reports and analysis on departmental operations and activities.
2. Develops and administers 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; includes sales forecasts and cost/project estimates, and contract management.
3. Oversees the rental of the 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 for both the short and long term success of the OCC.
4. Represents the facility as the primary sales contact with Travel Portland sales staff; works directly on accounts, creates proposals, assists Travel Portland to sell Portland as a desirable destination and achieves goals.
5. Represents OCC to potential clients; conducts tours, answers questions, provides information regarding services, policies and procedures; assists clients in finalizing arrangements and agreements.

6. Negotiates large, complex contractual agreements 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.
7. Oversees and approves license agreements with negotiated terms for the rental of space. Writes and assembles proposals/bids and correspondence; prepares estimates and various reports on operations.
8. Participates as an exhibitor in industry-related conventions/tradeshows and sales missions to promote Portland and OCC as a convention destination.
9. Leads internal cross departmental collaboration to meet client needs: liaise between sales department and other departments to ensure quality of services provided and resolves conflicts.
10. Leads departmental meetings and attends senior level meetings as needed.
11. Participates as a member of the OCC Senior Team.
12. Schedules and maintains current new bookings; makes decisions regarding best use of facility and ensures that computer booking system information is accurate.
13. Evaluates and writes performance reviews for sales managers and sales administrative staff.
14. Provides recommendations, information, reports, statistics and analysis on sales forecasts, both long- and short-term, on a monthly basis to key OCC staff.
15. Leads in the strategic planning of the sales department goals, development ideas, marketing campaigns and successful completion of all events.
16. Maintains knowledge of current industry practices and maintains industry certifications.

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:

- Bachelor's degree with major course work in marketing, business administration or related field and
- Five years of increasingly responsible sales and marketing experience 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 Cardio Pulmonary Resuscitation Certification
- Must be able to work nights, weekends, and holidays
- CMP or CASE required or in progress to obtain within 1 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
- Principles and practices of budget preparation and fiscal control
- Principles of supervision and training
- Principles of crowd management
- Client needs and "why customers buy", as they apply to facility usage
- Pertinent Federal, State and local laws, codes and regulations
- Motivation, team development and workplace culture
- Manage, direct and coordinate the work of professional and administrative personnel
- Direct, train, motivate and evaluate staff
- 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
- Create and implement departmental 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
- 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
- Interpret and apply Federal, State and local policies, procedures, laws and regulations

- 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
- Interpret and apply administrative and departmental policies and procedures
- Communicate clearly and concisely, both orally and in writing
- 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.

Additional Requirements:

- Successfully pass the background check and screening requirements required for the position

SUPERVISION RECEIVED

This position receives supervision from the Deputy Director.

SUPERVISION EXERCISED

Responsible to carry out the full spectrum of supervisory responsibilities including hiring and training; planning, assigning and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

RELATIONSHIPS/CONTACTS

TOOLS AND EQUIPMENT; PROTECTIVE CLOTHING

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 up to 10 pounds. As necessary to meet workload demands, work outside of the typical schedule including evening/weekend hours. Work may require travel to off-site locations.

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.