

Classification description

Title: Sales Manager I, II and III
Job Code: 8035, 8058, 8059
Pay Range: 535, 536, 537
FLSA Status: Exempt – Administrative or Executive/Supervisory

Employee Group: Non-Represented
Established:
Revised: June 2015; Jan. 13, 2020
EEO Category: Professionals or Officials and Administrators

DESCRIPTION

Generate revenue by promoting and selling services offered by the Metropolitan Exposition Recreation Commission (MERC). Manage client accounts for national, regional, state and local clients. Serve as a representative of the facility to industry representatives, convention bureau, the general public, and other MERC facilities, departments and divisions.

Positions in this classification include

- Sales Manager I
- Sales Manager II
- Sales Manager III

DISTINGUISHING FEATURES

This series classification includes Sales Manager I, II and III. Generally, all classes in this series included varying levels of responsibility related to essential functions. Increasing levels of responsibility or function complexity, planning, and budget responsibility typically characterize the different levels in this series.

Sales Manager I

Sales Manager Is are responsible for the full scope of duties related to sales assigned to smaller, local or less complex events that take place at assigned facility and may include assisting Sales Manager II and IIIs on larger events as assigned.

Sales Manager II

Sales Manager IIs are responsible for the full scope of sales management for large, national and/or complex events, serve as a representative of the facility to the convention bureau and may include managing the sales for multiple concurrent events; may assist Sales Manager I and IIIs as necessary.

Sales Manager III

Sales Manager IIIs are responsible for training, coaching and developing sales managers and coordinating the activities of all sales staff. Responsible for the full scope of sales management responsibilities and may assist Sales Manager I and II as necessary.

DUTIES AND RESPONSIBILITIES

1. Promotes the rental of a MERC facility and the sales of related services offered at the

- facility; qualifies, sells and books business by initiating contact with new and existing clients; manages client sales accounts to grow revenue.
2. Negotiates contracts between represented facility and client to maximize revenue; ensures contracts follow agency policies and procedures and are in compliance with applicable laws; ensures that all contractual terms are met.
 3. Develops and cultivates effective professional relationships; maintains contact with current and potential clients; researches new business leads; attends events that provide opportunity for networking and relationship building within the tourism and commercial industries.
 4. Screens client permit applications and other documents for compliance with established policies, practices and procedures; maintains accurate records and reports.
 5. Maintains booking calendar, client and event information within EBMS to ensure reservations are protected against scheduling conflicts and secure critical information and efficient communication agency-wide.
 6. Conducts facility tours for committed and prospective clients; recommends appropriate space and services; answers questions; assists clients in finalizing rental arrangements.
 7. Coordinates activities with other departments to ensure services are appropriate and performed in an efficient and timely manner.
 8. Provides direction to the client on marketing, branding, communication strategies and sustainability efforts provided by facility.
 9. Knowledgeable in all areas of service provided by the facility to be able to educate the client on proper costs and policies.
 10. Participates in interdepartmental planning meetings and facilitates client meetings.
 11. Other duties which may be necessary or desirable to support the agency's success.

Sales Manager II

In addition to the duties and responsibilities above, the Sales Manager II:

1. Prepares various reports regarding sales efforts, activities and travel.
2. Collaborates with other professional organizations, such as Travel Portland, plans and coordinates mutually beneficial business opportunities.
3. Responsible for the full scope of sales management for large, national and/or complex events.
4. Serves as a representative of the facility to the convention bureau and manages the sales of multiple concurrent events.
5. Plans and executes small to large scale client events in collaboration with the convention bureau and hospitality community.
6. Assists Sales Manager IIIs and Director of Sales (DOS) with internal projects and trainings to improve processes, implement new procedures and continue to educate the team.
7. Develops and cultivates effective professional relationships with national convention clients via travel to conferences, tradeshow, sales trips, etc.

Sales Manager III

In addition to the responsibilities above, the Sales Manager III:

1. Performs the duties of Sales Manager I and II.
2. Leads internal projects and trainings to improve processes, implement new procedures and continue to educate the team.
3. Assists in the development of annual sales and marketing budget.
4. Represents and/or assists the DOS at strategic planning meetings and oversees the sales staff; ensures successful client interactions in Director's absence.
5. Represents the facility Sales Department in DOS's absence.
6. Assists the Director of Sales with Annual Sales Incentive Program.
7. Performs the duties of the Director of Sales when needed.

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

Sales Manager I

- A minimum of two (2) years of sales and marketing experience, and
- Bachelor's degree in marketing, business administration, or a related field, or
- Any combination of education and experience that provides the necessary knowledge, skills, and abilities to perform the classification duties and responsibilities

Sales Manager II

- A minimum of three (3) years of sales and marketing experience, and
- Bachelor's degree in marketing, business administration, or a related field, or
- Any combination of education and experience that provides the necessary knowledge, skills, and abilities to perform the classification duties and responsibilities

Sales Manager III

- A minimum of four (4) years of sales and marketing experience, and
- Bachelor's degree in marketing, business administration, or a related field, or
- Any combination of education and experience that provides the necessary knowledge, skills, and abilities to perform the classification duties and responsibilities

Knowledge, Skills and Abilities

- Operations characteristics, services and activities of facility sales and marketing programs
- Principles and practices of event scheduling and booking operations
- Basic accounting principles
- Procedures, methods and techniques of marketing and sales
- Sales presentations, client relationship building, negotiation and persuading others
- Public speaking and presenting information and ideas to individuals and in group settings
- Interpret and explain booking and scheduling 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
- Work effectively with information management systems, and adapt quickly to system changes and updates
- 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
- Successfully pass the background check and screening requirements required for the position

SUPERVISION RECEIVED

Supervision is received from a manager or director

SUPERVISION EXERCISED

Classification description



This position has no supervisory responsibility but may provide leadership and guidance to administrative staff and/or assist with orientation of new members of the work group.

TOOLS AND EQUIPMENT; PROTECTIVE CLOTHING

Standard office equipment is used

WORK ENVIRONMENT

Work various hours, including evening, weekends, and holidays. Majority of work is completed in a general office environment with exposure to moderate levels of noise in a well-lit, well-ventilated and moderately paced environment. Continuously required to read computer screen; perform repetitive motions of hands and wrist, hear and/or respond to verbal/audio cues. Frequently required to stand and/or walk for extended periods of time. Occasionally required to sit for extended periods of time. Rarely required to stoop, kneel, crouch or crawl; twist and/or bend; reach with hands and arms; climb and or balance; lift, push, pull and/or carry object up to 50 pounds. As necessary to meet workload demands, works outside of 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.