

Title: Sales and Booking Manager

Employee Group: Non-represented

Classification Title: Manager I

Job Code: 1410

Established:

Pay Range: 540

Revised: March 2007; Jan. 13, 2020

FLSA Status: Exempt – Supervisory/Executive

EEO Category: Officials and Administrators

DESCRIPTION

Generate revenue by promoting and selling facility venues and services. Supervise and coordinate the activities of staff involved in selling and booking events. Assist in the development and implementation of departmental policies, procedures, goals and objectives, and in department budget preparation.

Manage in-house presenting program, including: seek and select talent; negotiate artist deals and show budgets; oversee all aspects of event including ticketing, marketing, staffing; work on-site as promoter representative to troubleshoot and settle show with tour or agent. Ensure that presenting program serves community needs and is financially stable; maintain a high level of accountability for program strategy, performance and impact on organization.

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.
2. Supervises, coordinates and manages the activities of staff involved in selling and booking events.
3. Screens client permit applications and other documents for compliance with established policies, practices and procedures; maintains accurate records and reports.
4. Assists in planning and developing marketing materials and sales strategies.
5. Assists in the implementation of departmental goals, objectives, policies, practices and priorities.
6. Maintains booking calendar and information to ensure reservations are protected against scheduling conflicts.
7. 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.
8. Develops and cultivates effective professional relationships; maintains contact with current and potential clients; attends events that provide opportunity for networking and relationship building within the tourism and commercial industries.
9. Conducts facility tours for potential clients; recommends appropriate space and services; answers questions; assists clients in finalizing rental arrangements.
10. Maintains advanced knowledge of performing arts industry, including legal, regulatory, and market trends.
11. Actively promotes the venue throughout the industry with agents, manager and event promoters.

12. Creates short- and long-term program goals and recommends strategies; performs research, analysis and evaluation of programs.
13. Develops budgets, ticket scaling and deal terms for approval by the Executive Director.
14. Develops annual events or programs that can be branded as a unique entertainment event exclusively for Portland's.
15. Initiates contact with agents for direct offers and negotiation of deal terms for Portland's Presents events.
16. Serves as primary promoter representative Portland's Presents events.
17. Proactively monitors industry sources to be on the leading edge of offers for new concert, comedy and special event tours.
18. Coordinates offers and/or co-promotions with outside event promoters when or where strategic alliances occur.
19. Understands the long-term rental relationships between venues, resident companies and commercial clients.
20. Acts as consultant to clients, provides assistance in all aspects of event planning, execution and follow-up.

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 Experience

- A minimum of four (4) years of experience in sales and marketing, including two (2) years of experience in facility or venue sales, and four years of programming experience, and

- A 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

- Operational characteristics, services and activities involving sales and events management
- Principles and practices of event scheduling and booking operations
- Procedures, methods and techniques of marketing and sales
- Basic accounting principles
- 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
- Recognize and evaluate various options and opportunities and determine the most effective course of action
- Communicate clearly and concisely, both orally and in writing
- Establish and maintain effective working relationships with those contacted in the course of work
- Supervise and manage staff and resources in an effective and efficient manner
- Manage projects and coordinate the work of staff, vendors and contractors
- Work effectively with information management systems, and adapt quickly to system changes and updates
- Thorough knowledge and understanding of performing arts production presenting and the touring industry
- Understanding of creating estimates and preparing show settlements and complicated mathematical equations
- Prepare clear and concise reports, policies, procedure and recommendation
- Principles and practices of co-promoting and presenting shows
- Manage multiple tasks and varying workload
- 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

This position is supervised by the Director of Portland’s 5 Centers for the Arts

Classification description



SUPERVISION EXERCISED

This position supervises the Assistant Sales and Booking Manager

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. Occasional work in loud, concert environment. Continuously required to read a computer screen; perform repetitive motions of hands and wrist; hear and/or respond to verbal/audio cues; sit for extended periods of time. Frequently required to reach with hands and arms; stand and/or walk for extended periods of time. Rarely required to twist and/or bend; lift, push, pull and/or carry objects up to 25 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.