

Classification Description



Title: Director of Sales
Department: Oregon Convention Center
Job Code: 1335
Pay Grade: 540
FLSA Status: Exempt

Bargaining Unit: Non-represented
Established: 5/2007
Revised: 1/2016, 3/2022, 6/2023
EEO Category: Officials and Administrators

CLASSIFICATION DESCRIPTION

This position directs and manages a team of sales managers and administrative staff in local and national efforts to generate revenue for the Oregon Convention Center (OCC). Represents the facility as a desirable location for national conventions, local and national tradeshows, public shows and meetings; partners with Travel Portland to promote the city and OCC; assists with planning and developing marketing and sales strategies and develops and implements department goals.

DISTINGUISHING FEATURES

This is a single unit classification distinguished by the increased levels of responsibility, supervision of assigned staff, reporting structure, planning and budget responsibility.

DUTIES AND RESPONSIBILITIES

1. Applies expert knowledge in specialized or technical area of responsibility including formulation of program strategy in areas such as budget, finance and Information Systems.
2. Responsibility and accountability for program performance and aligning program strategy to meet organization needs.
3. Maintains current and expert knowledge in specialized or technical area of responsibility.
4. 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.
5. 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.
6. Manages sales staff including making decisions involving pricing, scheduling, and booking of facility events.
7. Represents OCC to potential clients. Conducts tours, answers questions, provides information regarding services, policies and procedures; and assists clients in finalizing arrangements and agreements.
8. 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.
9. 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.

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10. Participates as an exhibitor in industry-related conventions/tradeshows and sales missions to promote Portland and OCC as a convention destination.
11. 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.
12. Leads departmental meetings and attends senior level meetings as needed.
13. Assigns and distributes leads and workload amongst the sales team.
14. Schedules and maintains current new bookings; makes decisions regarding best use of facility.
15. 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.
16. Evaluates and writes performance reviews for sales managers and sales administrative staff.
17. Assists supervisor with a high level of expertise. Makes recommendations, provides information, and prepares and presents reports, statistics and analysis.
18. Participates in the strategic planning of the department including revenue projections, development ideas, sales and marketing campaigns and successful completion of all events.
19. Manages the sales and marketing department in the absence of the Deputy Director.

It is the responsibility of all Metro employees to:

1. Actively participates on committees and/or attends meetings as assigned.
2. Fulfills Metro's core values of public service, excellence, teamwork, respect, innovation and sustainability.
 - Builds and maintains positive relationships and contributes to a positive team atmosphere; engages others in ways that foster respect and trust.
 - Encourages and appreciates diversity in people and ideas – seeks to understand the perspectives of others.
 - Provides excellent customer service – assists the public, public officials and agency partners, and other employees in a professional and courteous manner with the goal of meeting or exceeding expectations.
 - Practices continuous improvement - researches new possibilities, contributes ideas and stays current in field of work.
 - Demonstrates sustainable practices in applicable field and generally for resource use and protection.
 - Works assigned schedule (if applicable) and exhibits regular and predictable attendance.
 - Works in a safe manner and follows safety policies, practices and procedures.
 - Complies with Metro and Metro's visitor venues policies, procedures and applicable work rules; applicable law and collective bargaining agreements as appropriate.

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3. Performs assigned duties during an emergency situation.
4. Performs other duties as assigned.

JOB SPECIFICATIONS

Education/Licensing and Work Experience:

- Bachelor's degree in a field related to assigned responsibilities and, either, a related advanced degree or professional certification and,
- Six years of directly related and progressively responsible experience or,
- Any combination of experience, education and training which provides the equivalent scope of knowledge, skills and abilities necessary to perform the essential job duties.

Knowledge, Skills and Abilities:

- Knowledge of business and public administration principles and practices with emphasis on the legislation, laws, regulations, policies, and contract and accounting methods applicable to assigned responsibilities sufficient to determine how to resolve a business issue choosing from among several alternative solutions.
- Knowledge of effective management and leadership, including team building, personnel supervision, mentoring, talent development, training and performance evaluation in a union environment.
- Knowledge of computers and business software programs, including Microsoft office and other software used by the department.
- Knowledge of basic accounting principles.
- Skill in decision making, problem analysis and independent judgment.
- Ability to communicate effectively by written, spoken and electronic means and apply presentation skills to diverse audiences.
- Ability to organize and conduct research, projects and business activities.
- Ability to prepare and present business and research information in an efficient and effective manner.
- Ability to work independently and as part of a team.
- Ability to establish and maintain cooperative working relationships and providing excellent customer service by meeting the needs and interacting with employees, volunteers, vendors, the public and others encountered during the course of work in a courteous and professional manner.
- Ability to develop and implement comprehensive marketing and sales programs to promote facility use.
- Ability to recommend and implement goals, objectives and practices for providing effective and efficient facility scheduling, booking and marketing services.
- Ability to plan and organize OCC events efficiently.
- Ability to negotiate and implement facility contracts for services.
- Ability to use discretion with confidential and sensitive matters.
- Ability to perform essential duties and responsibilities.

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- Ability to perform (with or without a reasonable accommodation) the physical demands in the work environment and operate the tools and equipment.
 - Ability to successfully pass the background check and screening requirements if required for the position.
 - Ability to possess a current driver's license and driving record sufficient to be insured by Metro insurance carrier if required for the position.

SUPERVISION RECEIVED

- Supervision is received from assigned Supervisor or Manager.

SUPERVISION EXERCISED

- Full supervisory authority to hire, transfer, suspend, lay off, recall, promote, discharge, assign, reward or discipline, or to adjust grievances.

TOOLS AND EQUIPMENT USED; PROTECTIVE CLOTHING

- Office equipment to include computers, copiers, printers, projectors, monitors, keyboard and mouse.

WORK ENVIRONMENT

- Work is performed in a standard office environment while sitting at a desk where work pressures, disturbances of workflow and/or irregularities in the work schedule are expected and occur on an intermittent basis with minimal physical exertion.
- Changes in the performance environment require occasional upgrading of skills.
- Learned physical skill to perform keyboarding and 10-key functions.
- Occasional travel for meetings, conferences, sales missions and events.

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 duties.