

# Classification Description



**Title:** Sales & Event Manager  
**Department:** Portland Expo Center  
**Job Code:** 8057  
**Pay Grade:** L  
**FLSA Status:** Exempt

**Bargaining Unit:** Non-Represented  
**Established:** 12/2023  
**Revised:**  
**EEO Category:** Officials and Administrators

## CLASSIFICATION DESCRIPTION

This position plays a key role in the leadership and direction of the Expo sales and events departments by working closely with managers on facility sales, event logistics and all other services offered at the Portland Expo Center. The Sales & Event Manager will be responsible for developing department initiatives and policies, while providing oversight to ensure compliance with established Expo policies, procedures, and programs.

## DISTINGUISHING FEATURES

This is a single classification distinguished by the increased levels of responsibility, supervision of assigned staff and reporting structure. Sales & Event Managers are responsible for training, coaching, and developing assigned staff and scheduling activities for direct reports. Additionally, this position is responsible for planning, implementing, and managing their annual department budgets to ensure Expo's financial stability as well as a variety of subcontractor agreements.

## DUTIES AND RESPONSIBILITIES

1. Oversee all activities related to the successful execution of events at the Portland Expo Center through direct management of sales & event staff, subcontractors, and a variety of variable-hour employees. Meet with key clients, assist sales & events teams with maintaining relationships and serve as primary contact for negotiated contracts. Provides advice and guidance in developing appropriate solutions to meet client needs from the initial booking process through the settlement of an event.
2. Represent the facility as the primary contact of Expo's third-party contractors such as Portland Police, Security, decorators, and any other large-scale business contractors. Additionally, act as the primary contact for partners such as Travel Portland and Sport Oregon, working directly with their sales and convention services teams to support the entire event planning process. Negotiates complex contractual agreements to maximize revenue. Screens client applications and key documents for compliance with established policies and procedures.
3. Evaluate and resolve issues involving event procedures ensuring compliance with policies, codes, ordinances, regulations, and other safety requirements. Act as the primary facility contact with the Fire Marshall's office, works to incorporate fire safety regulations in event planning; maintains engaged, constructive work relationship with Fire Marshall's office.
4. Lead internal cross-departmental collaboration to meet facility needs; liaise between other departments to ensure quality of services provided and resolve conflicts. Organize and execute internal meetings, retreats, and training opportunities for all-staff meetings.

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5. Prepare analysis reports and cost/project estimates on departmental operations and activities. Develop, manage, and monitor the annual department budget. Monitor service levels and labor costs, to help assure compliance with established budgetary goals. Prepare budget amendment support documents as needed.
6. Evaluate, monitor, and improve internal processes within the sales and events departments to advance efficiency, revenue opportunity, client satisfaction and up-to-date industry standards.
7. Represents and/or assists the Executive Director in strategic planning meetings and in overseeing venue staff to ensure successful completion of MERC and Metro goals.

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 - research 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 laws, and collective bargaining agreements as appropriate.
3. Performs assigned duties during an emergency.
4. Performs other duties as assigned.

## JOB SPECIFICATIONS

### Education/Licensing and Work Experience:

- Bachelor's degree in a field related to assigned responsibilities and or, a related advanced degree and,
- 3-5 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.

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### Special Requirements:

- CPR Certified.
- Industry certifications encouraged.

### 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, including team building, personnel supervision, mentoring, training, and performance evaluation.
- Knowledge of computer software programs: Microsoft Office and event management software (EBMS).
- Ability to problem solve quickly and efficiently while weighing multiple factors.
- Ability to resolve complex staff and client issues without additional support.
- Ability to deescalate and take lead in emergency situations.
- Ability to prioritize competing tasks without jeopardizing service levels.
- Ability to manage a diverse team with compassion, collaboration, and accountability.
- Ability to effectively communicate verbally and in writing.
- Ability to strategically plan for efficient execution.
- Ability to maintain confidentiality.
- Ability to perform essential duties and responsibilities.
- 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 the Expo Executive Director.

### 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

- Tools and equipment include computer, iPad, cellphone, radio, golf cart and printer.

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### WORK ENVIRONMENT

- Work is generally performed in an office environment, with frequent interruptions and irregularities in the work schedule, including weekends or holidays. Frequent reaching, walking, standing, lifting, stooping, or carrying of equipment and materials may be required. Incumbents may be required to lift and carry up to 10 pounds. Long periods of walking or travel across the campus during event timelines may be required.

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*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.*