

**Title:** Sales Manager I and II

**Department:** Varies

**Job Code:** 8035, 8058

**Pay Range:** HE, IE

**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

## CLASSIFICATION 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

## 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:**

- Knowledge of operations characteristics, services and activities of facility sales and marketing programs.
- Knowledge of principles and practices of event scheduling and booking operations.
- Knowledge of basic accounting principles.
- Knowledge of procedures, methods and techniques of marketing and sales.
- Skill in delivering sales presentations, building client relationships, negotiating and persuading others
- Ability to speak publicly and present information and ideas effective to individuals and groups.
- Ability to interpret and explain booking and scheduling policies and procedures.
- Ability to communicate clearly and concisely, both orally and in writing.
- Ability to establish and maintain effective working relationships with those contacted in the course of work.
- Ability to work effectively with information management systems, and adapt quickly to system changes and updates.
- 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 a manager or director

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### **SUPERVISION EXERCISED**

- 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.

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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 functions.*