

BOOKING/SALES SPECIALIST

JOB DESCRIPTION

Classification Responsibilities: The Booking/Sales Specialist has primary responsibility for selling and booking events or activities at the Mesa Convention Center and/or Amphitheatre. Based on assignment, events may include: meetings, conferences, conventions, exhibitions, festivals, training sessions, concerts, performances, weddings, etc., at the Mesa Convention Center and/or Amphitheatre facilities, which include Buildings A, B, C, and Mesa Amphitheatre; as well as the sales of event sponsorships. Work involves: communicating with prospective and confirmed lessees regarding facility availability; scheduling meetings; conducting tours; working within allocated budget; and advising clients of services available within the complex, outside contractors, and other community organizations in order to plan, book, and coordinate events and activities at the facilities; and selecting, training, supervising and evaluating full-time and/or part-time staff. Duties include: generating sales leads and initiating sales calls; responding to telephone and website inquiries by prospective and confirmed lessees concerning rates; investigating available dates and compatible spaces for new and repeat clients; updating information by entering data into a computerized database and event management system; and writing contracts and addenda. Sales activities also include: follow up on telephone contacts, coordinating promotions with Convention Visitor's Bureau and follow through on division developed promotions, attending trade shows, and generating new business through cold calling and leads generated by attending networking meetings. The employee also performs general sales and marketing functions; provides input to the sales and marketing plan; completes sales forecast; and maintains sales databases. The nature of the work requires a good working relationship with the general public, as well as clients of the division. This class performs related duties as required.

Distinguishing Features: Work involves making independent contacts with prospective and confirmed clients regarding facility availability, while balancing traditional needs of smaller community groups with the revenue potential of larger scale conventions or concerts. The employee in this class is responsible for coordinating Convention Center and/or Amphitheatre activities and programs and supervision of staff. Reports to the Parks, Recreation and Community Facilities Venue Operations Supervisor who reviews work through meetings, conferences, reports, and results achieved. Employees in this class may work irregular hours, evenings, and weekends. This class is FLSA exempt-administrative.

QUALIFICATIONS

Employee Values: All employees of the City of Mesa are expected to uphold and exhibit the City's shared employee values of Knowledge, Respect, and Integrity.

Minimum Qualifications Required. Any combination of training, education, and experience equivalent to graduation from an accredited college or university with a Bachelor's Degree in Business Administration, Marketing, Public Relations, or a related field. Considerable (3 - 5 years) experience in sales and/or hospitality or public venue sales that includes scheduling multiple events for a convention or cultural center, hotel, amphitheatre, live music venue, or other large use facility and/or sponsorship sales.

Special Requirement. Must possess a valid Arizona Driver's License by hire date.

Substance Abuse Testing. None.

Preferred/Desirable Qualification. Some (6 months - 1 year) supervisory experience. Bilingual in Spanish/English is desirable.

ESSENTIAL FUNCTIONS

Communication: Communicates with the general public, other City employees, management, and clients in order to: answer questions, resolve problems, respond to requests for service, promote use of the facilities, and obtain information regarding requirements for booking space. Instructs and trains subordinates in the policies, procedures, and methods used for implementing contracts, correspondence with clients and reports. Meets with clients of the facility to determine their needs. Prepares comprehensive written documents such as: contracts, correspondence, proposals, and reports in order to communicate information.

Manual/Physical: Updates event information by entering data into a computerized event management system. Operates a variety of standard office equipment in order to: facilitate the exchange of information, document booking of events and activities, and document data related to the events. Operates a motor vehicle requiring a standard Arizona Driver's License to make sales calls, and coordinate facility marketing efforts with outside agencies. Conducts tours of facilities with clients and sells services available.

Mental: Investigates available dates and compatible spaces for new and repeat clients. Assesses priorities, and assigns work to personnel, and prioritizes own work by ascertaining the capability of the facility to service events and/or activities on requested dates. Resolves procedural, operational, and other work-related problems in accordance with established policies and procedures. Coordinates multiple events by considering the compatibility of adjacent events. Performs mathematical calculations to figure room rentals, applicable taxes, and percentages.

Knowledge and Abilities:

Knowledge of:

principles and practices of marketing, sales, and public venue management;
catering, decorating, security, and food concession operations;
modern principles and practices of facility event planning, coordination, and production;
City ordinances, fire and life safety codes, City and department/division policies relating to Mesa Convention Center activities, and the Americans with Disabilities Act;
business practices as they pertain to billing and contractual arrangements for facilities;
principles of public relations and marketing; and
work involved costs and potential problems related to providing and coordinating event-related services such as: room setup and breakdown, catering, security, decorating, and providing electrical power and/or specialized sound and lighting.

Ability to:

renegotiate space, dates, and services if circumstances require preempting previously booked clients;
promote the City as a convention site;

research, compile, and organize information for budget and program monitoring, and planning; work tactfully and courteously with a wide range of people who use the Centennial Center facilities; listen well and communicate effectively with employees, clients, and audiences having varying educational backgrounds and values; train staff and coordinate job responsibilities; and establish effective working relationships with employees, clients, and the general public.

The duties listed above are intended only as general illustrations of the various types of work that may be performed. Specific statements of duties not included does not exclude them from the position if the work is similar, related, or a logical assignment to the position. Job descriptions are subject to change by the City as the needs of the City and requirements of the job change.

Revised 4/19

KM/js/co

CS4596.DOCX

EEO-Prof

JOB FCTN-OFF

INCREMENTS 43-200

PAY GRADE: 49

IND-8810

SWORN-No