

BOOKING/SALES ASSISTANT

JOB DESCRIPTION

Classification Responsibilities: A Booking/Sales Assistant assists with selling and booking events or activities such as: meetings, conferences, conventions, exhibitions, training sessions, concerts, performances, weddings, etc., at the Mesa Convention Center facilities (Buildings A, B, C, Amphitheater, and The Post). Work involves: communicating with prospective and confirmed lessees regarding facility availability; scheduling meetings; conducting tours; advising clients of services available within the complex and from outside contractors; and other community organizations in order to plan, book, and coordinate events and activities at the facilities. Duties include: responding to telephone inquiries by prospective and confirmed lessees concerning rental rates; investigating available dates and compatible spaces for new and repeat clients; updating event information by entering data into a computerized event management system; and writing contracts and addenda. The employee also performs general sales and marketing functions, as necessary. The nature of the work requires a good working relationship with the general public, as well as clients of the facility. This class performs related duties as required.

Distinguishing Features: This class is distinguished from the Booking/Sales Specialist class by the fact that the Booking/Sales Specialist has primary responsibility for the Sales/Marketing function. 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. Supervision is received from the Sales and Marketing Specialist 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 nonexempt.

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. Good (1- 3 years) experience in hospitality or public assembly sales or scheduling multiple events for a convention or community center, hotel, or other large use facility.

Special Requirements. Must possess a valid Class D Arizona Driver's License by hire or promotion date.

Substance Abuse Testing. None.

Preferred/Desirable Qualifications. None.

ESSENTIAL FUNCTIONS

One position may not include all of the essential functions, knowledge and abilities listed, nor do the listed examples include all the knowledge and abilities which may be found in positions of this classification.

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. 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 Class D 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 assembly 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:

renegotiating space, dates, and services if circumstances require preempting previously booked clients;
promoting the City as a convention site;
researching, compiling, and organizing information for budget and program monitoring, and planning;
working tactfully and courteously with a wide range of people who use the Convention Center facilities;

listening well and communicating effectively with employees, clients, and audiences having varying educational backgrounds and values; and
establishing 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 07/26

MZ/js/ah

CS5024.DOCX (Full-time)

CS4349 (Part-Time, Benefited)

CS4516 (Part-Time, Non-Benefited)

EEO-Prof

JOB FCTN-OFF

Non-DOT Safety and Security-N

CDL-N

RESP-N

PAY GRADE: 50

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IND-8810

SWORN-No

Non-DOT Random-N

DOT-N

INCREMENTS 61-200