

BOOKING/SALES SUPERVISOR

JOB DESCRIPTION

Classification Responsibilities: A Booking/Sales Supervisor oversees the sales activities and bookings of events or activities at the Mesa Convention Center, The Post, and/or the Mesa Amphitheatre. Events may include: meetings, conferences, conventions, exhibitions, festivals, training sessions, concerts, performances, weddings, etc; as well as the sales of event sponsorships. Duties performed include: managing key client accounts; establishing and maintaining partnerships with Mesa-based hotels and Convention and Visitors' Bureau to maximize joint-events, revenue, and services; developing and implementing sales, advertising, and marketing strategies; researching, seeking, and responding to requests for proposals (RFP's) that are self-generated or in partnership with Mesa-based hotels and Convention and Visitors' Bureau to attract and book room-night-generating business; and performing strategic forecasting to increase the quantity and quality of bookings at event venue. This class is responsible for establishing revenue opportunities and sales goals to assist in cost-recovery, monitoring the section budget expenditures, and assisting in the development and preparation of the annual budget. In addition, the employee will select, train, and evaluate staff by: planning, coordinating, and assigning work; managing timekeeping; conducting performance appraisals; directing sales staff in the execution of marketing plans and initiatives; providing guidance and support; and ensuring compliance with department policies and procedures. 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: Incumbents in this class have full supervisory responsibility over professional sales staff responsible for coordinating Convention Center, Amphitheatre, and/or The Post activities and programs. A Booking/Sales Supervisor exercises considerable discretion and judgment in analyzing and resolving complex and/or sensitive inquiries or complaints referred by staff. Work is performed with considerable independence under the general supervision of a Parks, Recreation and Community Facilities Venue Operations Supervisor who evaluates 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, Hospitality, or a related field. Considerable (3 - 5 years) experience in hospitality or public venue sales in a convention center, hotel, live music venue, or other large public or private facility, including one year of supervisory experience.

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

Substance Abuse Testing. None.

Preferred/Desirable Qualification. 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, negotiate and resolve significant or controversial issues or client concerns, 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 and correspondence with clients and reports. Meets with clients of the facility to determine their needs. Prepares comprehensive written documents such as: contracts, correspondence, requests for proposals, policies, procedures, and reports. Assists with the preparation and monitoring of the section budget.

Manual/Physical: Reviews the work product of others to ensure compliance with standard operating procedures and policies. 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 valid Class D Arizona Driver's License to attend meetings and events located away from the administrative offices and coordinate facility marketing efforts with outside agencies. Inspects, monitors, and/or evaluates information, work-related conditions, and objects, such as technical equipment, to determine compliance with prescribed operating and safety guidelines, or other industry standards and regulations. Moves table, chairs, and staging from one place to another using a hand truck, etc. Assists with set up and removal of folding tables, chairs, and barricades, as needed, for event set up. Conducts tours of facilities with clients and sells services available.

Mental: Supervises and evaluates the work of subordinate sales, administrative, and clerical personnel. Prioritizes and assigns work to subordinate 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 work-related problems by assessing and prioritizing problems and work assignments, and by gathering facts for analyses to arrive at sound conclusions and recommendations. Investigates available dates and compatible spaces for new and repeat clients. Develops policies and procedures and short- and long-term objectives. Coordinates multiple events by considering the compatibility of adjacent events. Performs mathematical calculations, statistical computations, financial, and cost analysis for monthly reporting, annual budget review, special reports for informational purposes, and program pricing calculations. Determines effective marketing techniques such as: advertising, development of promotional materials, electronic and print media, telemarketing, direct mailing, and personal sales calls to solicit public and corporate events, as well as concerts, exhibits, and meeting accounts.

Knowledge and Abilities:

Knowledge of:

principles and practices of marketing, sales, and public venue management;
modern principles and practices of facility event planning, coordination, and production;
catering, decorating, security, and food concession operations;
principles and practices of employee supervision, evaluation, and training;
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; and principles of public relations and marketing.

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 City venues and 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.

New 8/24

TR/js/ah

CS5314

EEO-Prof

JOB FCTN-ADM

INCREMENTS 43-200

PAY GRADE: 53

IND-8810

SWORN-No