

Class Specification

12/9/2010

SALES AND MARKETING MANAGER, 9635

Summary of Duties: Performs sales, marketing, and promotional activities for the Los Angeles Convention Center (LACC); directs and manages staff of the LACC's Sales & Marketing Division in the performance of such duties; responsible for the attainment of sales goals and objectives; acts as the chief sales negotiator and principal liaison to the hospitality industry; and does related work.

Distinguishing Features: A Sales and Marketing Manager directs the sales, marketing, and promotion activities of the Los Angeles Convention Center, and acts as its chief salesperson. An employee of this class is responsible for selling and marketing the LACC's convention and meeting space and related services to its major clients and potential clients; plans, directs, coordinates, and participates in activities designed to market and promote the usage of the Convention Center facilities, enhance rental and derived event revenue, and develop new business opportunities; establishes and enhances working relationships with the hospitality community, including the Los Angeles Convention and Visitor's Bureau and the Los Angeles Sports and Entertainment District; researches and monitors the hospitality market for emerging trends and opportunities, and makes strategic recommendations to management.

Examples of Duties:

- Locates potential clients to initiate and complete sales activities through in-person meetings, telephone, written correspondence, and e-mail and other internet and electronic media;
- Meets with site selection committees and provides information on rates, accommodations, city amenities, and related information to sell LACC's event opportunities, facilities, services, and options to help clients plan for their events;
- Coordinates, supervises, and directs the same activities by subordinate staff;
- Negotiates major contracts, license agreements, and options; reviews contracts, licenses, and options that were negotiated by the LACC's sales team and sales;
- Meets with organizations, societies, associations, partners, and principals in the hospitality industry to market and promote the LACC, enhance LACC's position in the convention market place, and solicit new business through personal networking, print media, and electronic social networks;
- Develops new outreach tasks using emerging media and opportunities;
- Collaborates with the principals of the hospitality community;
- Represents the LACC at industry events;
- Conducts and oversees sales-related travel to accomplish aforementioned tasks and objectives;
- Directs, supervises, and coordinates similar marketing and promotional activities by subordinate staff;
- Researches, and supervises subordinate staff in researching, the hospitality market, including current market conditions, emerging trends, LACC's competitive position and rate

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schedules, specialized markets (e.g. underserved ethnic markets, overseas, medical, and educational markets), and new technologies;

- Develops sales initiatives and marketing strategies based on the aforementioned research studies to maximize LACC's occupancy and revenues;
- Supervises, assigns, evaluates, and if necessary disciplines subordinate staff, which may consist of sales professionals and other professional and administrative employees;
- Trains and mentors staff in the performance of their duties;
- Reviews travel expense statements of subordinates;
- Enforces EEO and other employment laws and regulations within the Marketing Division;
- Prepares and recommends Marketing Division's annual budget, including staffing, equipment, and other expenses; and
- Performs other duties for training purposes or to meet technological changes or emergencies.

Qualifications:

Knowledge of:

- Sales techniques;
- The principles, practices, and procedures of marketing and promotion which would result in the sale of Convention Center's space and services;
- Convention and hospitality market and its emerging trends;
- Groups, organizations and associations which would use large meeting facilities;

Ability to:

- Speak and write sales letters in a convincing and persuasive manner;
- Deal tactfully and effectively with individuals and organizations;
- Apply sales techniques;
- Use Internet and social media as a sales and promotional tool;
- Maintain records and prepare comprehensive reports;
- Develop and plan sales-promotion activities and evaluate their effectiveness; and
- Direct the work of subordinates involved in sales, promotion, and marketing work.

Requirements:

Three years of full-time paid experience as a Senior Sales Representative or in a position at least at the level engaged in either:

- 1) Selling and promoting a convention center or a major hotel used as the site for conventions, trade consumer shows, or commercial events; or
- 2) Commercial sales and organizing trade shows or marketing events for a large organization.

License: A valid California driver's license is required.

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Physical Requirements: Strength to perform average lifting up to five pounds and occasionally over fifteen pounds; good speaking and hearing ability and good eyesight. Persons with disabilities may be able to perform the essential duties of this class with reasonable accommodation. Reasonable accommodation will be evaluated on an individual basis and depend, in part, on the specific requirements for the job, the limitations related to the disability, and the ability of the hiring department to reasonably accommodate the limitations.

As provided in Civil Service Commission Rule 2.5 and Section 4.55 of the Administrative Code, this specification is descriptive, explanatory and not restrictive. It is not intended to declare that the duties and responsibilities of any position shall be.