

VETERANS' MEMORIAL CIVIC & CONVENTION CENTER OF LIMA/ALLEN COUNTY  
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**JOB TITLE: Sales Manager**

**PAY RANGE: per annum**

**DEPT: Veterans Memorial Civic and Convention Center of Lima/Allen County (ORC 345)**

**EMPLOYEE NAME:**

**SUPERVISOR: VP of Operations    EMPLOYEE STATUS: Full Time    FLSA STATUS: Exempt, At-Will**

**General Purpose of Job**

The position administers essential events and daily box office operations.

The Sales Manager directs the sales effort, follows booking procedures, and executes contracts for convention and meeting activity. The Sales Manager is responsible for performing related sales functions for all conventions, meetings, wedding receptions, banquets, and social events. This role also solicits and develops new business on a local, statewide and national scale and provides guidance for meeting planners requiring assistance.

In addition to conventions and events, the Sales Manager also oversees Box Office operations. Box Office responsibilities include ticketing systems, single ticket and subscription sales, financial reports, and Box Office staffing needs.

Under the supervision of the Vice President of Operations, the role works collaboratively with marketing, development, and house management teams to create a first-in-class sales and event service experience for all patrons, groups, sponsors, donors, guests, and visitors. Previous sales experience in convention and/or hotel banquet and meeting planning activity is preferred.

**Essential Duties and Responsibilities include the following:**

**65%    Convention Sales and Support**

- Ensures the successful achievement of the Convention Center's short and long-term sales goals and objectives
- Assists and advises the VP of Operations as necessary to initiate and prepare the Convention Center's budget
- Oversees all convention center contract creation and fulfills all client needs
- Compiles ongoing sales activity reports for the CEO
- Partners with and accompanies Civic Center staff to promote the Convention Center
- Attends weekly event planning meetings with Operations and Events staff.
- Provides Fiscal Officer with accurate event billing information for proper client invoicing
- Assures accuracy and punctuality of client contracts and final billing statements
- Distributes evaluations and thank you inquiries, including facility packet inserts to clients
- Conducts site tours/visits with potential clients
- Collects and compiles competition comparisons regarding services, catering, etc.
- Utilizes ZoomInfo market research to locate and connect with potential new clients

**25%    Box Office Sales and Support**

- Efficient operations of the Box Office system setting up and managing events in the ticketing system, monitoring sales levels, and preparing reports as needed
- Management of Box Office hours and part-time staff
- Oversees all Customer retention and satisfaction
- Ownership of contracts and riders of confirmed artists to assure all needs are accurately planned for and executed
- Review contract terms and conditions to verify that they comply with company policies and all applicable federal and state regulations
- Clearly explain contract terminology to clients and other interested parties in simple, everyday language
- Self-monitor progress according to the schedule of completion to submit drafts and documents on time
- Oversees and monitors contract performance of assigned areas and assists with determining compliance with terms and conditions of the contract and policies by examining various performance indicators such as reports, deliverables, and other indicators
- Recommend policy and procedure updates that will result in accurate and efficient box office ticketing and accounting records for Box Office Program Account records, using electronic record-keeping systems and accounting software
- Increase public awareness of VMCCC events and activities by engaging in marketing strategy plans
- To support the financial management of the organization as assigned

**10%    Administration/ Other Duties as assigned**

**MANAGEMENT CHARACTER QUALITIES REQUIRED:**

- Customer Focus: Is dedicated to meeting and/or exceeding the expectations and requirements of internal and external customers
- Integrity and Trust: Is widely trusted and is seen as a truthful individual who keeps confidences, admits mistakes, doesn't misrepresent themselves, and is highly respectful of others
- Communication: Consistently exhibits courteous, respectful, non-defensive, and appropriate communications and presents information in a concise and understandable format
- Teamwork: Works cooperatively with others to accomplish joint tasks and common objectives. Contributes to a positive work environment, fosters collaboration, and provides a tangible contribution
- Customary Work Hours: Meets regular attendance requirements to satisfactorily complete job responsibilities in a timely manner

**Qualification Requirements:**

The requirements listed below represent the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. May be required to work variable hours, including weekends and holidays. Will be required to perform all job duties using Federal, State, County, and VMCCC safety guidelines. Follow VMCCC policies and procedures.

**Education and/or Experience:**

High school graduate or equivalent required; Bachelors preferred. Computer skills include office software and custom business software (ticketing software, event management). Perform with minimal supervision.

**Language Skills:**

Ability to read, analyze, and interpret documents and effectively present information to various audiences. Will be required to deal with the public professionally. Essential skills for this role are an excellent command of verbal and written English and strong attention to detail.

**Mathematical Skills:**

Must be able to calculate figures and amounts.

**Reasoning Ability:**

Solve practical problems and deal with various concrete variables in situations where only limited standardization exists, use of common sense approach to reason.

**Physical Demands:**

The physical demands described here represent those that an employee must meet to perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The employee may have to lift up to 50 pounds; wear proper attire and safety gear when needed; work variable hours, including weekends and holidays.

**Additional Information:**

The Veterans Memorial Civic & Convention Center gives a preference in hiring honorably discharged veterans of the United States Armed Forces.

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EMPLOYEE SIGNATURE/DATE

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VMCCC CEO/DATE