

City of La Crosse Classification Specifications

Employee:		Department:	La Crosse Center
Position Title:	Sales & Event Coordinator.	Reports To:	Operations Manager of the La Crosse Center
Date:	February 2019	FLSA:	Exempt

Purpose of Position

The purpose of this position is to develop and implement sales plans to attract conventions, trade shows and other events to the La Crosse Center. The Sales and Event Coordinator is responsible for actively seeking clients to lease the La Crosse Center for events and assisting in other various duties. This position plays a vital role in the organization. The work is performed under the direction of the Operations Manager of the La Crosse Center.

Essential Duties and Responsibilities

The following duties are normal for this classification. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.

Actively seek clients to lease the La Crosse Center, including conducting site tours, preparing proposals, contracts, providing information and coordinate with event/operations staff, etc.

Assists La Crosse Area Convention and Visitors Bureau with promotional campaigns, sales blitzes, cooperative advertising and other efforts to attract conventions, trade shows and meetings.

Guide clients in preparation of events, explaining contract provisions, policies and procedures.

Provide operations/events staff on equipment needs, food and beverage and other services for events.

Conduct all follow up, including receipt of signed contracts, insurance certificates, set up diagrams, event needs.

Provide sales and marketing reports as required

Forecast and manage revenue and expense items for the department

Functions as liaison in coordinating events with event organizers, business professionals, area hotel personnel, the Convention and Visitor's Bureau and suppliers

Updates and enforces external catering requirements

Solicits and sells sponsorships.

Is responsible for sales for many of the events that take place in the facility.

Drafts contracts for most events in the Center.

Provides follow-up to events.

Drafts proposals in conjunction with and under the guidance/supervision of the La Crosse Center Operations Manager.

Drafts set up notes for the many events at the La Crosse Center.

Meets with clients either in a pre-con or on the floor to ensure all of their needs are met.

Attends convention committee meetings at the convention & visitors bureau.

Negotiates rates with clients or conducts negotiations with clients.

Performs related duties as required

Additional Tasks and Responsibilities

While the following tasks are necessary for the work of the unit, they are not an essential part of the purpose of this classification and may also be performed by other unit members.

Acts as Center liaison to schools.

Assists in various departments as needed.

Minimum Training and Experience Required to Perform Essential Job Functions

Bachelor's degree with emphasis in sales, business or in a related field, four years sales experience, or any combination of education and experience that provides equivalent knowledge, skills and abilities. A valid Wisconsin motor vehicle operator's license required.

Physical and Mental Abilities Required to Perform Essential Job Functions

Language Ability and Interpersonal Communication

Ability to decide the time, place and sequence of operations within an organizational framework, and to oversee their execution. Ability to analyze and categorize data and information using established criteria, to determine consequences and identify and select alternatives.

Ability to persuade, convince, and/or train others, including the ability to act in a lead worker capacity. Ability to advise and interpret how to apply policies, procedures and standards to specific situations.

Ability to communicate orally and in writing with meeting planners, CVB members, business representatives, promoters, tour managers, vendor representatives, customers and students.

Ability to speak with confidence and communicate effectively on the knowledge of the La Crosse Center and what it has to offer with clients, staff, and public

Ability to organize projects and prioritize work flow and to complete multiple tasks simultaneously and accurately

Ability to prioritize tasks & to manage workload using own initiative

Thoroughness in task approach, follow up and completion

Strong computer skills especially in Microsoft Outlook, Word, Excel, Power Point, CAD

Convention Center and /or hotel experience preferred

Ability to work days, nights and holidays as needed.

Knowledge of sales and revenue as it pertains to the hospitality industry specifically in a convention center

Mathematical Ability

Ability to calculate percentages, fractions, decimals and ratios. Ability to interpret basic descriptive statistical reports.

Judgment and Situational Reasoning Ability

Ability to use functional reasoning and apply rational judgment in performing diversified work activities.

Ability to exercise the judgment, decisiveness and creativity required in situations involving the direction, control and planning of an entire program or multiple programs.

Physical Requirements

Ability to operate a variety of office equipment including computer terminal, telephone, calculator/adding machine and photocopier.

Ability to coordinate eyes, hands, feet and limbs in performing moderately coordinated movements such as typing. Ability to grasp and place objects.

Ability to exert light physical effort in sedentary to light work. Ability to sustain prolonged visual concentration.

Ability to recognize and identify degrees of similarities or differences between characteristics of color, shapes and sounds associated with job-related objects, materials and tasks.

Environmental Adaptability

Ability to work under safe and comfortable conditions where exposure to adverse environmental factors minimal and poses a very limited risk of injury.

The City of La Crosse is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

Sales & Event Coordinator