

LANE EVENTS CENTER SALES REPRESENTATIVE

DEFINITION

Under supervision, to perform general and specific sales functions under the direct supervision of designated management at the Lane County Events Center/Fairgrounds, and Lane County Fair; and to perform other related duties as assigned.

CLASS CHARACTERISTICS

The primary function of this position is to execute a variety of sales, market LEC to potential clients, end-user customers, and institutionally solicit business, negotiate sales, as a support service to the Lane County Events Center/Fairgrounds, and Lane County Fair. This position will be responsible for the development and execution of an outside sales program for the Lane Events Center which will include sales on a local and national level. Incumbents in this classification assist with the basic administrative and technical phases of administrative functions at the Lane County Events Center/Fairgrounds, and Lane County Fair.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from assigned supervisory and management personnel. May provide technical and functional supervision to other employees.

EXAMPLES OF DUTIES – Duties may include, but are not limited to the following:

- Coordinates the development and administration of sales program goals, objectives, activities, and strategic initiatives.
- Creates sales budget, establish quarterly goals, evaluate quarterly progress and adjust accordingly to achieve set goals with the assistance of supervisor.
- Identifies potential users, makes cold-calls, solicits local business, coordinates sales activity with other staff; negotiates contract terms and conditions.
- Coordinates, and evaluates day-to-day operations of an assigned program.
- Analyzes market trends, market segments, niche industries, potential new markets or market expansions that represent potential sales targets for the Lane Events Center.
- Performs quarterly sales budget analysis.
- Perform sales of corporate sponsorships for the Lane Events Center and Lane County Fair.
- Identify and sell advertising opportunities at the Lane Events Center.
- Serves as a customer and marketing liaison with clients and external agencies, including customers and staff.

- Performs assigned duties in support of the annual Fair; duties may include sponsorship sales, booth space sales, vendor coordination, or other duties as assigned.
- Performs related duties as assigned.

MINIMUM QUALIFICATIONS

Knowledge of

- Advanced principles of Sales.
- Public relations principles.
- Strategic planning principles.
- Analytical/Research methods and techniques.
- Applicable Federal, State, and local laws, rules, ordinances, statutes, and regulations.
- Modern office procedures, methods and computer equipment.
- Report writing, methods and techniques.
- Data collection techniques.
- Report preparation methods.
- Budget analysis.
- Skills in project management, analysis.

Ability to

- Execute various sales approaches such as direct sales, outside sales, cold calls, tradeshow (etc) preferably in an events center / fairgrounds setting.
- Identify emerging trends, needs, and services in the Sales program.
- Work independently in developing goals and procedures, and in anticipating task requirements.
- Explore and identify program revenue opportunities.
- Plan and coordinate Sales activities.
- Negotiate and administer contracts.
- Use a computer and applicable computer applications, such as word processing, spreadsheets, related industry software.
- Prepare a variety of reports.
- Compile and analyze data.
- Speak in public and express ideas effectively and persuasively.
- Establish and maintain effective working relationships with those contacted in the course of work.
- Communicate clearly and concisely, both orally and in writing.
- Function under a government auspice while performing in an entrepreneurial manner
- Perform duties under tight time deadlines under pressure.

EXPERIENCE AND TRAINING

Training

- Associate's Degree in Sales, Business Administration, Marketing or a related field.

Experience

- Three years of progressively responsible experience related to business to business/outside sales.
- An equivalent combination of experience and training that will demonstrate the required knowledge and abilities is qualifying.

Special Requirements

- If required to drive, must be in possession of a valid driver's license at time of application, and a valid Oregon Driver's license by the time of appointment.
- First Aid/CPR Certificate preferred or the ability to obtain within 6 months of date of hire, and to maintain.