

City of Fort Worth, Texas

Job Description

Classification Title	Senior Sales and Events Manager		
Job Code:	PR2571	Job Family:	Professional
Pay Grade	613	Date Reviewed:	07/09/15
FLSA Status	Exempt	Date Revised:	02/03/25

GENERAL SUMMARY

Manages, supervises, and coordinates assigned activities with other divisions, event planners, Fort Worth Convention & Visitor's Bureau (FWCVB), and public/private agencies; promotes facilities to gain and maintain profitability, and develops and evaluates short and long-term sales strategies for the department and facilities; and provides highly responsible and complex administrative support to the Assistant Director.

ESSENTIAL DUTIES & RESPONSIBILITIES

The intent of this job description is to provide a representative summary of the major duties and responsibilities performed by incumbents of this job. Incumbents may be requested to perform job-related tasks other than those specifically presented in this description.

1. Supervises staff, which includes prioritizing and assigning work; conducting performance evaluations; ensuring staff is trained; ensuring employees follow policies and procedures; maintaining a healthy and safe working environment; and, making hiring, termination, and disciplinary decisions or recommendations.
2. Manages and assists in the development of the divisions and/or department's sales/marketing budget, goals, objectives, and policies each fiscal year; participates in the forecast of funds needed for staffing, equipment, materials and supplies; monitors and approves expenditures; implement adjustments.
3. Serves as the primary liaison between event holders, City departments, stakeholders and property owners; consults with other departments, stakeholders and outside agencies on ordinance regulations, permitting, outdoor events logistics and addresses issues and impacts.
4. Reviews each event proposal and ensures that applicants have submitted all supporting documentation and met ordinance requirements in a timely manner.
5. Creates and maintains an Events Calendar for each fiscal year.
6. Provides current rental information and contractual terms including all facility usage requirements and services to prospective clients; communicates significant changes regarding facility usage to all recurring lessees; reviews and approves settlement reports for all completed events.
7. Meets with prospective clients to coordinate familiarization tours and conduct site inspections for various events to acquaint them with the Convention Center, Will Rogers Memorial Center and an array of City and Fort Worth Convention & Visitor's

Bureau (FWCVB) facilities and events, hotel accommodations, restaurants, and attractions.

8. Oversees and/or coordinates special events throughout the City to ensure permits, licenses, certificates of insurance, and any letters of waivers of policies, codes, or regulations are in compliance; coordinate street closings, parking meter rentals, equipment, and City park amenities for prospective client.
9. Provides sales goals and strategies to staff members and offers guidance on sales techniques in order to gain new business and maintain existing business.
10. Reviews, evaluates and designs short and long-term sales and marketing strategies for the department and facilities; to include researching and identifying marketing segments.
11. Oversees setup arrangements, including sketches and written documentation, of lessees for event staff to implement.
12. Prepares final charges for facility lessees; maintains accurate and detailed records of all event activities including revenue, staffing needs, and future improvement ideas; advises clients regarding laws and regulations relative to operations of various events.
13. Maintains sales and marketing relationships with Fort Worth Convention & Visitor's Bureau (FWCVB), and serves as a liaison for the Public Events department with other divisions, departments and outside agencies; negotiates and resolves sensitive and controversial issues.
14. Oversees and approves the convention sales, marketing, and event material for the Department.
15. Monitors and ensures facilities are being utilized in the most impactful geographical area and time period to maximize usage within the facility.
16. Organizes and completes various projects for higher-level management personnel; responds to frequent requests for information and assistance from City officials or other departments and divisions.
17. Serves as staff on a variety of boards, commissions and committees; prepares and presents staff reports and other necessary correspondence.
18. Assists in the development of budgets and the monitoring of operational expenditures.
19. Performs other related duties as required.
20. Adheres to assigned work schedule as outlined in the Department and City attendance policies and procedures; ensures all behaviors comply with the City's Personnel Rules and Regulations.

KNOWLEDGE, SKILLS & ABILITIES

- **Knowledge of:**
 - Operational characteristics, services and activities of a public events facility.
 - Principles and practices of public events arrangements and procedures.
 - Efficient and safe techniques in facility management.
 - Event management database software.
 - Methods, techniques, procedures, and practices of marketing, advertising, and promotions.
 - Policies and requirements of food and beverage handling, traffic, safety, signage, and distribution of literature per city code.
 - Facilities and services provided by the City of Fort Worth and Fort Worth Convention & Visitor's Bureau (FWCVB).
 - Meeting planner event requirements as they relate to the city, hotel and facility selection and to the service personnel of these facilities.
 - Administrative aspects of convention center sales and leasing.
 - Supervisory and managerial procedures, techniques and methods.
 - Travel industry and its components, to include local visitor attractions.
 - Public safety measures.
 - Budgetary process.
 - Modern office equipment including computers, and supporting word processing and spreadsheet applications.
- **Skill in:**
 - Customer service.
 - Public relations.
 - Event logistics.
 - Microsoft Office.
 - Marketing.
- **Ability to:**
 - Communicate clearly and effectively, both orally and in writing.
 - Evaluate and respond to the needs of the client to provide quality customer service.
 - Oversee and participate in the management of a public events facility.
 - Review event diagrams, sketches, plans and blueprints.
 - Prepare and implement accurate and detailed event requirements.
 - Oversee, direct and coordinate the work of subordinate employees.
 - Select, supervise, train and evaluate subordinate employees.
 - Participate in the development and administration of division goals, objectives and procedures.
 - Prepare clear and concise administrative and financial reports.
 - Exercises initiative, judgment and diplomacy in all Public Event matters and sales, marketing, and operational activities.
 - Make public speaking appearances which may include travel.
 - Principles and practices of municipal budget preparation and administration.
 - Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.
 - Research, analyze and evaluate new public events methods and techniques for more efficient operation.
 - Interpret and apply Federal, State and local policies, laws and regulations.

- Establish and maintain effective working relationships with those contacted in the course of work, to include the Fort Worth Convention and Visitor's Bureau and local hospitality partners.

MINIMUM JOB REQUIREMENTS

Bachelor's degree from an accredited college or university with major course work in Business Administration, Business Management, Marketing, Public Relations, Hotel Management or a related field and six years of increasing responsible experience in administrative and/or management work involving promotion, sales, and advertisement of events and/or public facilities including two years of administrative and supervisory responsibility.

OTHER REQUIREMENTS

Valid Texas driver's license; depending on work assigned.

WORKING CONDITIONS

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Depending on assignment, positions in this class typically require touching, talking, hearing, seeing, grasping, standing, stooping, kneeling, crouching, reaching, walking and repetitive motions.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Light Work – Depending on assignment, positions in this class typically exert up to 20 pounds of force occasionally, up to 10 pounds of force frequently, and/or a negligible amount of force constantly having to move objects. If the use of arm and/or leg controls requires exertion of forces greater than that for the Sedentary Work category and the worker sits most of the time, the job is rated Light Work.