UNIVERSITY OF SOUTHERN CALIFORNIA

Sales Manager

Job Code: 143003

Grade: I

OT Eligible: No

Comp Approval: 7/11/2012

JOB SUMMARY:

Manages day-to-day sales and marketing operations for department. Markets, sells and coordinates guest room inventory and/or event space on behalf of the university. Researches market and performs market analyses to determine customer needs, sales volume potential, and pricing schedules that meet university and/or department goals and associated budget(s). Participates in developing business plan and strategies to meet department and sales goals. Establishes booking revenue goals and develops action plans to penetrate new markets. Oversees the collective coordination of all event information and resources. Has responsibility for account management, sales prospecting and business development duties. Supervises subordinate staff.

JOB ACCOUNTABILITIES:

*E/M/NA % TIME

_____ _____ Plans, implements, and manages daily sales and marketing operations and activities for department. Markets, sells and coordinates guest room inventory and/or event space on behalf of the university. Researches market and performs market analyses to determine customer needs, sales volume potential, and pricing schedules that meet university and department goals. Participates in developing business plan and strategies to meet department and sales goals. Promotes and maintains exceptional customer service while maximizing sales profitability.

_____ _____ Develops action plans to penetrate new markets. Improves marketability and profitability by researching, identifying, and capitalizing on market opportunities. Pursues opportunities to increase event sales and/or guest room and food and beverage revenue. Monitors customer preferences to determine focus of sales efforts. Seeks public relations, networking, and marketing opportunities to expand client pool.

_____ _____ Meets with prospective and current clients. Conducts tours of hotel and/or event facilities. Addresses questions and provides solutions to clients’ concerns and issues. Addresses client needs and makes suggestions regarding equipment, facilities, and food/beverage needs. Provides excellent customer service, seeks to improve customer satisfaction, and creates customer loyalty.

_____ _____ Directly supervises at least two full-time subordinate staff or the equivalent. Performs recruitment, screening, hiring, orientation and training of department staff. Evaluates employee performance and provides guidance and feedback. Counsels, disciplines or terminates employees. Resolves problems referred by staff.

_____ _____ Prepares sales proposals. Determines price schedules and discount rates. Negotiates contracts with customers within established pricing parameter. Prepares detailed sales/event reports, including sales data worksheets, cost projections and other financial metrics. Analyzes and reconciles disparate sales/event details, and consolidates the information into actionable sales/event plans.
Solicits and analyzes quotations for new or nonstandard items. Recommends or approves awarding of contracts or purchase orders. Oversees placement of purchase orders based on assigned authorization or signing limit. Researches and resolves problems with vendors and university departments to facilitate the purchasing process.

Negotiates and contracts with vendors for a variety of goods and services related to events planning. Monitors delivery of goods and services to ensure contract terms are satisfied.

Develops budgets and approves budget expenditures. Provides regular projections and reports for development and administration of budget. Monitors expense and labor costs to meet budget guidelines. Oversees administration and maintenance of accurate records.

Oversees and manages event logistics for events at facility or guest room blocks. Sets clear expectations for event deliverables and due dates.

Liaises with other events staff to ensure adequate staffing, space, facilities, food and beverage, and services are provided as requested by client(s). Builds and maintains working relationships with internal and external partners.

Oversees and/or maintains automated systems used for sales and event management and purchasing functions such as inventory control, vendor contract information, pricing schedules, cost control and bid analysis. Maintains currency on latest products and trends by reading trade publications, attending seminars and trade shows, and developing and maintaining vendor contacts.

Develops and implements security related procedures such as office opening and closing routines, recognition of duress signals and key controls. Coordinates security activities with University Public Safety Department. Promotes and maintains standards for security conscious awareness and behavior. Maintains knowledge of university's crime prevention and suppression programs and services. Ensures dissemination of security related information to staff.

Performs other related duties as assigned or requested. The university reserves the right to add or change duties at any time.

*Select E (ESSENTIAL), M (MARGINAL) or NA (NON-APPLICABLE) to denote importance of each job function to position.*

**EMERGENCY RESPONSE/RECOVERY:**

Essential:  

☐ No

☐ Yes In the event of an emergency, the employee holding this position is required to “report to duty” in accordance with the university’s Emergency Operations Plan and/or the employee’s department’s emergency response and/or recovery plans. Familiarity with those plans and regular training to implement those plans is required. During or immediately following an emergency, the employee will be notified to assist in the emergency response efforts, and mobilize other staff members if needed.

**JOB QUALIFICATIONS:**

Minimum Education:

- Bachelor's degree
- Combined experience/education as substitute for minimum education

Minimum Experience:
3 years

**Minimum Field of Expertise:**

Hotel or convention center sales management and marketing experience required. Experience organizing and managing events, such as individual business travel, conventions, corporate meetings, trainings, luncheons, weddings, and other special occasions. Thorough knowledge of sales, marketing and business management. Knowledge of the principles, practices, concepts and methodology of sales and marketing. Demonstrated interpersonal, communication, and organizational skills.

**Preferred Education:**

Master's degree

**Preferred Experience:**

5 years

**Preferred Field of Expertise:**

Certified Meeting Planner (CMP)

**Skills: Other:**

Analysis
Assessment/evaluation
Budget control
Budget development
Communication -- written and oral skills
Conflict resolution
Consulting
Counseling
Customer service
Facilitation
Human resource process and employment knowledge
Interpretation of policies/analyses/trends/etc.
Interviewing
Knowledge of applicable laws/policies/principles/etc.
Managerial skills
Marketing
Mediation
Negotiation
Networking
Organization
Planning
Problem identification and resolution
Project management
Public relations
Public speaking/presentations
Research
Scheduling
Staff development
Statistical analysis
Teaching/training

**Skills: Machine/Equipment:**

- Calculator
- Computer network (department or school)
- Computer network (university)
- Computer peripheral equipment
- Fax
- Personal computer
- Photocopier

**Supervises: Level:**

Supervises employees and/or student workers.

**Supervises: Nature of Work:**

- Administrative
- Clerical/Secretarial
- Service/Maintenance
- Skilled trade(s)

**Comments:**

No set schedule. Will have to work weekends, evenings, and/or holidays, based on business necessity.

**SIGNATURES:**

Employee: _______________________________ Date: ______________________________

Supervisor: _______________________________ Date: ______________________________

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

The University of Southern California is an Equal Opportunity Employer