

## **CONFERENCE CENTER GENERAL MANAGER**

### **Definition**

Under general direction of the Public Facilities Director, to promote Monterey as a meeting destination and to sell the Monterey Meeting Connection and the Monterey Conference Center through an aggressive marketing and sales program, to manage, coordinate and supervise the operations and support activities of the Monterey Conference Center; to schedule, arrange, and service conferences and events; and to do related work as required.

### **Examples of Duties**

Represents the City of Monterey as its primary sales representative both locally and out of town; researches, identifies, and establishes the appropriateness of groups for the Monterey Meeting Connection and the Monterey Conference Center, both public and private, contacts prospective user groups and individuals to initiate the sales effort; discusses meeting facilities with site selection committees or appropriate others; assists in developing others; assists in developing and implementing the sales/marketing activities, including developing budget submissions, advertising placements, and marketing plan as directed; leads sales team at industry trade shows; conducts familiarization tours; maintains effective relations and proposed solutions to the Public Facilities Director;

Plans, organizes and directs the operation of the Conference Center; formulates programs to maximize the use, occupancy, and net revenues of the Conference Center; manages the day to day operations of the Conference Center and resolves problems arising in connection with operational plans and schedules; supervises work of subordinate employees in event preparation and management, building and grounds maintenance, audio/visual and stage production; works with civic groups, the local visitor industry and the Chamber of Commerce in promoting and coordinating the use of the Conference Center; meets with facility users to determine equipment, personnel, and other services required; prepares work and event requirement plans and directs the operations and custodial staff to carry out the plans; coordinates outside service needs with food and beverage concessionaires, security and custodial personnel, and other services as required; reviews event manifest and confirms that all services and necessary preparations are in order; supervises events and acts as liaison between facility user and the City; maintains records; administers fee payment; negotiates and administers the user contracts; revises and recommends changes in procedures and operational policies; prepares financial and activity reports; prepares the annual operational budget, rental contracts, and reports and correspondence; maintains effective relations with representatives of local and user groups; may act for the Director as assigned. Must be available for evening and weekend work as required.

## **Employment Standards**

### **Education and Experience**

Sufficient training and experience to demonstrate possession of the knowledge and abilities listed below. The experience might be expected to have included five years of increasingly responsible experience in the coordinating, servicing and managing of a major visitor facility.

### **Knowledge and Abilities**

*Knowledge of:* The full range of activities involved in serving large meetings and in managing a visitor facility; various group requirements, including a variety of meeting room setups, audio/visual services, other internal building services and related off-premises services; knowledge of marketing techniques and procedures for visitor facilities. Trace file system and other procedures used in group solicitation efforts; knowledge of computers; knowledge of and the ability to supervise consultants involved in advertising and printing,

*Ability to:* Use a database system; ability to formulate and implement an effective overall sales/marketing plan; ability to commit group booking of the appropriate quality and quantity for the Monterey Conference Center and Monterey Meeting Connection; ability to establish/develop selective selling techniques for scheduling groups during dates most beneficial to the local visitor economy; ability to make verbal presentations to groups of various sizes; Service local community cultural events; implement all user arrangements; direct a staff of employees and on occasion, to personally and directly handle necessary work functions; prepare necessary correspondence, reports, memoranda, operating agreements and arrangements, and budget projections; plan, direct, and evaluate the work of subordinates; anticipate and effectively deal with a large number of details connected with the daily operation and activities of a large public use facility; establish and maintain effective working relationships.

### **License Required**

Must have a valid California Driver's License.