



Washington State Convention Center
National Sales Manager
Position Description Summary

Department: Sales

Salary: \$60,000

Supervisor: Director of Sales

The following is a summary of the general nature and level of work performed by the staff member in this position. This description is not designed to contain or be interpreted as a comprehensive inventory of all duties and responsibilities. Other duties may be assigned.

This position will be open until filled. Review of applications will begin immediately.

The National Sales Manager is responsible for lead development, promotion, solicitations, sales, bookings and contract negotiation for national market segments (paired with Visit Seattle staff) as well as for local market segments.

Essential duties include, but are not limited to the following:

- Achieve or exceed established individual sales goals and team goals, core work criteria, and sales initiatives as defined in plans and strategies. Work in a team environment with co-workers and other sales professionals, increasing overall facility revenue.
- Assist the Director of Sales in the development and implementation of sales strategies to secure new business, promote the rental of the Convention Center and sell related services offered at the facility in tandem with assigned Visit Seattle staff.
- Work closely with area hotels to prospect and secure national business in designated market segments.
- Assist in developing sales and marketing strategies and procedures to optimize efficiency and maximize revenue for the planned sales of two buildings.
- Guide the customer from the initial event planning stage through to the execution of a license agreement, then ensure a smooth transition to the final event planning and production services from other departments.
- Responsible for a full sales cycle, from “inquiry to contract.” Create detailed space rate proposals for all prospective national inquiries, local/regional accounts, and short-term business, including bid letters and contracts. Ensure dates, times, terms, pricing and leased space are accurate and in accordance with established policies and procedures.
- Participate in solicitations, site inspections, sales missions, joint sales calls, FAM tours and personal contacts, in coordination with WSCC, Visit Seattle and industry representatives.
- Help develop sales plans, forecasts, budgets, reports and other materials as directed.

Supervisory Responsibilities

Directly supervise the Sales Coordinators.

Education and Experience

Bachelor’s degree in Sales, Business, Marketing or related subject preferred. Equivalent combinations of education and experience may be considered.

Minimum of five years of experience in convention sales, show management, or related areas. Minimum of five years hospitality sales experience with a minimum of three years with national accounts. CMP certification preferred. Proficient in Microsoft® Office and other related sales and space management databases. Experience with Ungerboeck event software is preferred.

- Outstanding oral communication, interpersonal skills and written communication skills.
- Ability to establish and maintain effective respectful working relationships with co-workers and clients.
- Consistent positive attitude and professional demeanor and conduct.
- Skill in public speaking and presenting information and ideas to individuals and groups.
- Must be able to work with and maintain highly confidential information.
- Ability to work simultaneously with a variety of vested interest groups and to foster cooperation within those groups.

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- Ability to anticipate problems and implement immediate corrective action.
- Strong financial skills in evaluating business/accounts.
- Proven success in penetrating markets and soliciting, negotiating, booking business and rebooking.
- Proven experience and ability in managing accounts, business load and meeting goals.
- Ability to interpret and explain booking and scheduling policies and procedures.
- Ability to read and interpret floor plans and to determine feasible use of convention center spaces.
- Ability to work flexible hours, including nights, weekends and holidays in addition to normal business hours as needed for client and office demands.
- Ability to use computer, fax, email, smart devices and general office equipment, including laptop computers, occasionally from remote locations.

Application Process

- This position will be open until filled. Review of applications will begin immediately.
- The Application for Employment and Structured Questionnaire for this position is available online at www.wsccl.com or at the WSCC Service Entrance, located at the corner of 9th Avenue and Pike Street.
- Return these fully completed forms to the Service Entrance drop box or mail to:

WSCC Human Resources
705 Pike Street
Seattle, WA 98101-2310

Please Note:

- Resumes may be included, but not substituted for the Application for Employment or Structured Questionnaire.
- The applicant is responsible for submitting the completed Application for Employment and Structured Questionnaire. Providing incomplete documentation may delay action or disqualify the application.
- The final hiring process involves employment reference checks and a criminal background check.
- If accommodations are required to complete the application and/or interview process, please contact Human Resources at (206) 694-5038.

Washington State Convention Center is an Equal Opportunity Employer



Washington State Convention Center
National Sales Manager
Structured Questionnaire

Name:	Date:
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Please type or clearly print your answers to the following questions on a separate sheet of paper (do not exceed four pages).

1. Briefly review your sales experience in the hospitality, convention and trade show industries, or at a multi-use event facility. Please include the names and types of organizations in which you have previously worked, and the specific aspects of the sales process for which you have been responsible.
2. Describe your experience and the techniques you have used in identifying and developing specific market segments. Please give two examples of techniques you have used to qualify a prospect. Of these two techniques, please explain which have been the most successful and which have been the least successful, and why?
3. Please list in detail the positions have you held with accountability for meeting a sales quota, including a description of the sales quota structure for each. How often did you not meet your quota? What were the circumstances involved?
4. What do you believe is the most important aspect of maintaining and servicing existing accounts? Please give one example of how you applied this in a situation to arrive at a successful conclusion.
5. Please describe in detail your experience in preparing and negotiating contracts.
6. Give at least one example of a unique negotiating situation in which the terms requested were contrary to your organization's position and the deal was at risk. How did you resolve the situation and save the deal?
7. Please detail your knowledge of the Washington State Convention Center and explain why you are interested in this position.

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Washington State Convention Center Public Facilities District Applying for Employment

Washington State Convention Center Public Facilities District is an Equal Opportunity Employer

Applicant Name:	Position Title:
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1. Before Applying

Obtain a copy of the recruitment announcement for the position in which you are interested. Recruitment announcements are available on the Washington State Convention Center Public Facilities District (WSCC) website at www.wsc.com (under Careers), and at the Service Entrance located at 9th Avenue and Pike Street.

Compare your education and experience with the requirements listed on the recruitment announcement. If you meet the requirements, proceed with the application process. The recruitment announcement will also contain general, relevant information about the position such as some of the duties, requirements and special conditions.

2. What We Need from You

- Complete the Application for Employment and Structured Questionnaire by typing or printing clearly in ink
- Read instructions carefully and provide all requested information
- Start with your most recent experience and work backwards
- Emphasize your experience and education that relates directly to the requirements on the position announcement and summarize all other experience
- You may include a resume with your application packet if you wish
- Submit a separate Application for Employment and Structured Questionnaire for each recruitment announcement unless otherwise instructed
- Sign your application(s) at the bottom of page 2
- Legible photocopies may be submitted for other positions but must contain an original signature and current date

3. Where Do I Submit My Application Forms?

You may return the application forms either by mail or in person. Applications submitted electronically will not be accepted as an original signature on the document is required.

- Mail to: WSCC Human Resources
705 Pike Street
Seattle, WA 98101-2310
- Drop box: WSCC Service Entrance
9th Avenue and Pike Street

4. What Happens After We Receive Your Application Forms?

- You will receive a letter acknowledging receipt of your fully completed and signed application
- If you are selected for an interview, you will be contacted by the WSCC Human Resources department
- If accommodations are required for the interview, please contact Human Resources at (206) 694-5038
- Positions remain open until filled, unless otherwise specified or withdrawn



Application for Employment

Washington State Convention Center Public Facilities District is an Equal Opportunity Employer

Human Resources: (206) 694-5038

Job Line: (206) 694-5039

Washington Relay Service: (800) 833-6388

If you are selected for an interview and accommodations are required, please contact Human Resources at (206) 694-5038.

Position Title:

Instructions

- Carefully read the job announcement relating to the position for which you are applying
- Provide all information requested either by entering the individual fields on the online PDF form or by printing legibly in ink
- Be sure to complete all forms, including signatures and dates as indicated. An incomplete application may delay action or disqualify you
- Please return all required materials as indicated on the job announcement

Last Name		First Name		Middle Initial
Street Address		City	State	Zip Code
Home Phone () -	Message Phone () -		E-mail Address	
Are you currently a Washington State Convention Center (WSCC) employee?		<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Have you previously worked for WSCC?		<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Are you 18 years or older?		<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Can you provide documentation that authorizes you to work in the United States of America?		<input type="checkbox"/> Yes	<input type="checkbox"/> No	
If a driver's license is required for the position, final approval for employment will be subject to a review and approval of your motor vehicle records. If this position requires a license, do you have a valid Washington State Driver's License?		<input type="checkbox"/> Yes	<input type="checkbox"/> No	
How did you learn of this employment opportunity? <input type="checkbox"/> Current WSCC employee <input type="checkbox"/> Friend <input type="checkbox"/> Job Fair <input type="checkbox"/> Job Line				
<input type="checkbox"/> Newspaper	<input type="checkbox"/> WSCC website	<input type="checkbox"/> WSCC lobby kiosk	<input type="checkbox"/> Other	

High School	Location (City & State)		Graduate/G.E.D. <input type="checkbox"/> Yes <input type="checkbox"/> No	
College or University	Location (City & State)		Graduate <input type="checkbox"/> Yes <input type="checkbox"/> No	
Degree Title	Major		Credit Hours	
Other Training	Location (City & State)			
Other Training	Location (City & State)			
Other Training	Location (City & State)			
Other valid professional licenses and certificates	Type of License	Issuing State	Registration No.	Expiration Date
Names of relatives employed by WSCC	Department/Division		Relationship	
Have you been convicted of a felony within the past 10 years? <input type="checkbox"/> Yes <input type="checkbox"/> No				
If yes, for what were you convicted?				
Note: A conviction will not necessarily bar you from employment and will be considered only if it relates reasonably to the job duties.				

Previous Employment: This section must be completed in detail. A resume will not substitute for a completed WSCC application unless the job posting so indicates. Beginning with your present or most recent employment, list work experience gained during the past 10 years. Include any periods of self-employment, U.S. military service, and any job-related volunteer experience. If more than one position has been held with the same employer, list each separately. If additional space is necessary, please attach additional sheets.

Job Title		Employer's Name and Address	
Supervisor's Name			
Supervisor's Phone Number () -	Employer's Phone Number () -	Number of employees supervised by you	
Dates Employed (Mo./Yr.) / to /		Hours per week	Last Salary \$
Duties		Reason for leaving or considering change	
Job Title		Employer's Name and Address	
Supervisor's Name			
Supervisor's Phone Number () -	Employer's Phone Number () -	Number of employees supervised by you	
Dates Employed (Mo./Yr.) / to /		Hours per week	Last Salary \$
Duties		Reason for leaving	
Job Title		Employer's Name and Address	
Supervisor's Name			
Supervisor's Phone Number () -	Employer's Phone Number () -	Number of employees supervised by you	
Dates Employed (Mo./Yr.) / to /		Hours per week	Last Salary \$
Duties		Reason for leaving	
Job Title		Employer's Name and Address	
Supervisor's Name			
Supervisor's Phone Number () -	Employer's Phone Number () -	Number of employees supervised by you	
Dates Employed (Mo./Yr.) / to /		Hours per week	Last Salary \$
Duties		Reason for leaving	

I certify that all statements on my application materials are true to the best of my knowledge. I understand that false statements shall be sufficient cause for elimination from further consideration or, if employed, for disciplinary action up to and including termination. Unless otherwise indicated, I agree and give my consent that any person, firm, or organization listed hereon is authorized to furnish WSCC with reference material concerning my character, past employment, or any other information requested. Further, I understand that at the time of hire I will be required to provide documentation that authorizes me to work in the United States of America.

Printed Name _____ Signature _____ Date _____

- Be sure to complete all forms, including signatures and dates as indicated. An incomplete application may delay action or disqualify you
- Unless otherwise instructed, please return your application forms to the WSCC Service Entrance located at the corner of 9th Avenue and Pike Street or mail to: WSCC Human Resources Department, 705 Pike Street, Seattle, WA 98101-2310



Washington State Convention Center Public Facilities District Authorization to Release Reference Information

Washington State Convention Center Public Facilities District is an Equal Opportunity Employer

Notice to Employment Applicant

This form is used to obtain relevant information from references to be used in considering your candidacy for employment with the Washington State Convention Center Public Facilities District (WSCC). We may contact individuals for information beyond the list of references that you may provide us, including current or previous employers, supervisors, co-workers, and others.

Reference Information Release Authorization Statement

With my signature below, I, _____, authorize WSCC to contact current and previous employers, supervisors, co-workers, and others regarding my employment and education history, including, but not limited to, training, knowledge, work experience, and performance, in order to obtain information that may be used in evaluating my candidacy for employment.

I knowingly and voluntarily release WSCC, its board of directors, its individual employees, and all of my former or present employers, their individual employees, and other individuals, from any and all unknown claims for damages or other relief arising out of this request for and receipt of information to the extent permitted by law.

A photocopy of this signed Authorization is as valid as the original and shall be provided to anyone from whom information is requested in determining my qualifications.

Printed Name	Signature	Date
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Professional References (supervisors, co-workers, subordinates):

Name	Company/Position	Telephone



Washington State Convention Center Public Facilities District Voluntary Applicant Questionnaire

This information will be used by Human Resources for statistical purposes only

The board of directors of the Washington State Convention Center Public Facilities District (WSCC) has been and remains firmly committed to a policy of equal employment opportunity and nondiscrimination on the basis of race, creed, color, national origin, sex, marital status, sexual orientation, gender identity, genetic information, age, religion, veteran status, military service, disability or any other status protected by law. WSCC is committed to a policy of equal employment opportunity in the workplace.

The purpose of this questionnaire is to effectively monitor outreach efforts to create a broad applicant pool. Completion of this questionnaire is entirely voluntary and its contents will remain confidential. The Applicant Questionnaire will be detached from the other materials in the application package and will be kept in a separate statistical file which is not used in the hiring process. The information contained within will not be considered when making hiring or other employment decisions, nor will it be shared with any WSCC representative making these decisions. Failure to provide this information will not affect the status of your application. If you do not wish to provide this information, please check the box below, sign the form and return it with your application.

Last Name	First Name	Middle Initial
Gender <input type="checkbox"/> Female <input type="checkbox"/> Male	Date of Birth (MM/DD/YYYY)	

Ethnicity/Hispanic Origin

Hispanic origin includes all persons of Mexican, Puerto Rican, Cuban, Central American, South American or other Spanish culture or origin, regardless of race. It does not include persons from Portuguese speaking cultures such as Portugal or Brazil. The Spanish/Hispanic/Latino question is about ethnicity, not race.

Are you of Hispanic Origin? Yes No

Race Information (check all that apply)

- American Indian/Alaskan Native:** A person having origins in any of the original peoples of North and South America (including Central America), and who maintains a tribal affiliation or community attachment.
- Asian:** A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand and Vietnam.
- Black/African-American:** A person having origins in any of the Black racial groups of Africa.
- Native Hawaiian/Other Pacific Islander:** A person having origins in any of the original peoples of Hawaii, Guam, Samoa or other Pacific Islands.
- White/Caucasian:** A person with origins in any of the original peoples of Europe, the Middle East or North Africa.

Disability Information

For data reporting purposes, a disability, as defined under the Americans with Disabilities Act, is a physical or mental impairment which substantially limits one or more major life activities. A physical or mental impairment is defined as any physiological disorder or condition, cosmetic disfigurement, or anatomical loss affecting one or more body systems, such as neurological, musculoskeletal, special sense organs, respiratory, cardiovascular, reproductive, digestive, genitourinary, immune, circulatory, hemic, lymphatic, skin and endocrine. The regulations also cover any mental or psychological disorder.

Do you have a physical or mental condition that substantially limits any of your major life activities? Yes No

I do not wish to provide this information.

Printed Name	Signature	Date
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Washington State Convention Center Public Facilities District Veteran's Preference

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Last Name	First Name	Middle Initial
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Eligibility for veteran's preference is defined in RCW 73.16.010 as honorably discharged soldiers, sailors and marines who are veterans of any war of the United States, or of any military campaign for which a campaign ribbon shall have been awarded, and their widows or widowers, shall be preferred for appointment and employment. Age, loss of limb, or other physical impairment, which does not in fact incapacitate, shall not be deemed to disqualify them, provided they provide the capacity necessary to discharge the duties of the position involved: PROVIDED, that spouses of honorably discharged veterans who have served connected permanent and total disability shall also be preferred for appointment and employment.

Are you a military veteran eligible for veteran's preference?

- No
- Yes

Are you a widow/widower of a military veteran eligible for veteran's preference?

- No
- Yes

Are you a spouse of an eligible military veteran with a service connected permanent and total disability?

- No
- Yes

Applicants claiming veteran's preference eligibility may be required to provide documents to verify eligibility, such as a DD 214 or NGB 22.