



CITY OF OMAHA CLASS SPECIFICATION

CLASSIFICATION TITLE: DIRECTOR OF CONVENTION SERVICES

BARGAINING UNIT: CIV MANAGEMENT CODE NUMBER: 0505

PAY RANGE CODE: 18.3 MC REVISION DATE: 2/4/16

NATURE OF WORK:

The work of this classification is responsible for marketing the Omaha metropolitan area as a desirable meeting destination site consistent with the annual goals and objectives established in the Omaha Convention and Visitors Bureau (OCVB) Strategic Plan.

This position will supervise the convention services team and the individuals used by organizations who request show/event staffing through OCVB. The individual will work with organizations planning conferences in the region on any and all of their conference needs, and will serve as a liaison between the meeting planner and OCVB member partners and regional municipalities, providing individualized services and referrals. The incumbent will plan and coordinate group familiarization trips, annual Customer Advisory Board meetings and participate in site visits for planners booked or considering Omaha for a future meeting. This individual will be responsible for lead and referral generation, achieving high standards on post-event reports, driving groups to use the OCVB Housing Program, and recruitment/retention of services volunteers.

An incumbent in this position exercises considerable independence in the performance of duties and responsibilities and receives general guidance from a superior.

ESSENTIAL FUNCTIONS: *(Any one position may not perform all the duties listed, nor do the listed examples include all the duties that may be performed in positions allocated to this class.)*

Oversees the day-to-day operation of the convention services team, including staffing, revenue opportunities, OCVB commitments, budgeting, and all programs related to attendance building and marketing.

Directs the promotion of the convention services team and all related services.

Oversees research efforts and maintains up to date data on definite group business.

Solicits convention and group business in an effort to produce leads and services referrals for hotel/motel properties, facilities, and local businesses.

Directs the services team's role in the sales processes.

Meets with organization executives, planners, and committees to assist as necessary in the selection of Omaha as a convention destination.

Oversees development of services site visits and guides them as needed.

Serves as team leader for the convention services team and related activities.

Directs the creation of products promoting convention services with approval of the marketing team.

Directs the creation of promotional pieces and programs to help organizations build attendance for their event.

Participates in industry tradeshow and conventions; schedules and conducts sales/services trips with local team members.

Maintains and ensures timely input in OCVB's Customer Relationship Management (CRM) system.

Oversees arrangements for establishing information booths at local conventions.

Oversees monthly inventory.

Recruits, trains, and maintains a group of volunteers to staff information booths at local meetings and events.

Maintains a list of clerks whose services can be contracted by meeting and event groups.

Works with Old Market Business Association on joint programs to support meetings and events such as downtown welcome posters and local merchant discounts for attendees.

Represents the OCVB at state-wide tour and travel events, conferences, and meetings.

Oversees communiques issued to local business partners regarding conventions and events that will have a significant impact on the local economy.

Evaluates all services materials, programs, and products to ensure the best value for clients.

Prepares regular internal and external activity reports.

Hosts and attends local events and community activities in order to increase awareness of OCVB.

Oversees all aspects of the housing service program.

Works with meeting representative(s) and OCVB Sales Managers on housing projects to explain the process and identify room block needs.

Demonstrates OCVB's housing service upon request.

Oversees and prints any housing forms requested by planners.

Manages all housing blocks necessary with participating hotels as they relate to groups and sporting events. Handles room pick up reports, rebate, and housing fees.

Processes individual hotel reservations as necessary. Sends reports to hotels and meeting planners and sends acknowledgements to delegates. Fields phone and email inquiries from delegates and participating hotels.

Analyzes room pick-up during convention housing reservation process and advises all concerned of any potential attrition issues. Updates meeting planners and hotels on status of room block throughout the process. Provides final reports to meeting planner and hotels including pick-up after completion of convention.

Promotes OCVB's housing service and educates partners about using the system and all related products.

Achieves department annual goals as assigned.

Maintains regular job attendance in accordance with a schedule established for the position by the supervisor.

Performs other related duties as assigned or as the situation dictates within the scope of this classification.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of the operation of the convention and hospitality industry and the services needed to accommodate convention attendees.

Knowledge of attractions, facilities, and services available to visitors in the Omaha metro area.

Knowledge of the marketing principles and techniques used in attracting conventions.

Knowledge of departmental policies, procedures, and regulations.

Knowledge of and ability to operate a computer or other technology using standard or customized computer or systems software applications appropriate to the assigned tasks.

Skill in arranging services needed at conventions.

Ability to learn and adapt to advances in computer and electronics device technology and software.

Ability to establish and maintain effective working relationships with fellow employees, members of the tourism industry, and with members of the general public.

Ability to establish data collection procedures and to organize, analyze, and interpret data to monitor the progress of programs aimed at attracting tourism.

Ability to train, schedule, oversee, and evaluate the work of a number of subordinates.

Ability to travel independently to domestic and international destinations via commercial airlines.

Ability to communicate effectively, orally and in writing.

Ability to maintain confidentiality.

Ability to adhere to safety policies, procedures, and guidelines.

Ability to prioritize and manage multiple projects and responsibilities while meeting stringent deadlines.

Ability to sit from 76 to 100% of the time, to stand and walk from 26 to 50% of the time, and reach, bend, stoop, push and pull up to 25% of the time.

Ability to use up to thirty (30) pounds of force up to 25% of the time to move objects.

EDUCATION AND EXPERIENCE: *(The knowledge, skills, and abilities above may be acquired through, but are not limited to, the following combination of education and/or experience.)*

Bachelor's degree in Hospitality, Business Administration or a related field

AND

Two (2) years of experience in the hospitality industry, preferably in convention services

OR

Associates degree in Hospitality, Business Administration or a related field

AND

Four (4) years of experience in the hospitality industry, preferably in convention services

OR

An equivalent combination of education and experience.

SPECIAL REQUIREMENTS:

Must possess a valid motor vehicle operator's license from the time of appointment.

Must be available to work flexible hours, weekends, holidays, and overtime.

The following industry certifications are preferred: Certified Meeting Professional (CMP), Certified Government Meeting Professional (CGMP), or other related certifications.

The following industry memberships are preferred: ASAE Center for Association Leadership, Meeting Planners International (MPI), Professional Convention Management Association (PCMA), and Society of Government Meeting Planners (SGMP), or other related memberships.

WORKING CONDITIONS: *(The conditions herein are representative of those that must be met by the employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.)*

Work is performed in an office setting amid normal conditions of dust, odors, fumes, and noises. However, an incumbent may be required to travel to other sites in the city or to other cities and may be exposed to all weather conditions.

EQUIPMENT OPERATION: *(Any one position may not use all of the tools and equipment listed nor do the listed examples comprise all of the tools and equipment that may be used in positions allocated to this classification.)*

Computer
Telephone

Calculator
Printer

Copier

Previous Revision Date(s):