



AMERICA'S CAR MUSEUM®

**SALES & EVENT ASSISTANT  
POSITION DESCRIPTION**

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<b>EFFECTIVE DATE:</b>	<b><u>01/26/16</u></b>	<b>DEPARTMENT:</b>	<b><u>Sales &amp; Event</u></b>
<b>FLSA CLASS:</b>	<b><u>Non-Exempt</u></b>	<b>DRIVING CLASS:</b>	<b><u>Required</u></b>
<b>FTE STATUS:</b>	<b><u>1.0 (Full-time)</u></b>	<b>Revised:</b>	<b><u>10/4/18</u></b>
<b>REPORTS TO:</b>	<b><u>Marketing &amp; Events Manager</u></b>		
<b>SUPERVISES:</b>	<b><u>Volunteers and Contracted Temp Staff</u></b>		

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**GENERAL SUMMARY:**

The Sales & Event Assistant is responsible for assisting the Sales & Event Department in achieving all operational and customer service goals associated with private event sales and event operations for America's Car Museum (ACM). In addition, this position supports the Sales & Event Department in facilitating event plans and timelines for ACM Signature events, external promotional events, and group tour and visitation efforts.

The Sales & Event Assistant is part of the Sales & Event Department and is supervised by the Marketing & Events Manager. Responsibilities include, but are not limited to: Ensuring professional client and vendor interactions; Providing day-of event support and event vendor assistance; Ensuring adherence to event timelines; Submitting volunteer requests to the Volunteer Coordinator; Supervising outside vendors, staff and volunteers during events; Updating event forms and documents pertaining to private events and tourism activities; Tracking and stewarding Sales & Event Department inventory; Providing representation at promotional events; Assisting the Private Event & Sales Coordinator in the solicitation of new tour clientele; Conducting site visits for private event and tourism clientele; Entering and tracking client contacts in the events database; Assisting with booking and correspondence with group tour clients; Providing administrative support for the planning of tourism and promotional events; and, Providing administrative and day-of support for all Signature Events.

This position requires the ability to utilize discretion to make decisions in support of the organization's policies, guidelines, objectives, and departmental goals, the skills to instruct volunteers effectively, and the ability to work independently under minimal supervision, within general instructions and in compliance with set policies and procedures, to fulfill the responsibilities described herein. Evening, weekend and holiday work is required as the Sales & Event Assistant is expected to be onsite the day of the event to oversee set-up, troubleshoot problems, supervise volunteers, and provide client and vendor assistance as scheduled.

This position description has been designed to indicate the general nature and level of work performed by jobholders within this role. It is not designed to contain, or to be interpreted as, a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to the job. To perform the job successfully, an employee must perform each essential responsibility satisfactorily. These requirements are representative, but not all-inclusive, of the knowledge, skills, and abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.

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## **PRIMARY OBJECTIVES:**

1. Assist the Sales & Event Department in providing exceptional support to clientele and vendors to encourage positive customer feedback and repeat bookings;
2. Support the Sales & Event Department in all aspects of the execution of private events and ACM external promotional events, and supports logistics for ACM internal events;
3. Uphold ACM's organizational and customer service standards to ensure that events are run with the utmost professionalism and positive outcomes;
4. Assist the Private Event & Sales Coordinator with outreach to potential tour clients, tracking tourism clientele, and follow-up communications with existing clients to promote increased group tour and visitation business for ACM;
5. Provide administrative support, such as updating of Sales & Event Department forms, documents, and the event database to ensure data accuracy and accessibility to staff that are directly and indirectly involved with events.

## **MAJOR RESPONSIBILITIES:**

Under the general direction of the Marketing & Events Manager, the Sales & Event Assistant will be responsible for:

1. Attending day-of events to oversee the facilitation of event client needs, private event timelines, and onsite vendor needs;
2. Assisting with logistics and the execution of Sales & Event Department promotional events, external promotional events, and ACM internal events;
3. Supporting the Private Event & Sales Coordinator in the requisitioning of volunteers, creation of volunteer event information sheets, and providing day-of event volunteer and contracted temp staff supervision;
4. Representing ACM at promotional events and other strategic events as directed;
5. Supporting the Signature Events Coordinator in the requisitioning of volunteers, assisting with event layouts, creating purchase orders, attending all meetings and taking minutes, updating the Master Calendar, working day-of events, and any other relevant administrative duties assigned;
6. Updating event forms, event database, and organizing files.

## **QUALIFICATIONS:**

The incumbent for this position must be at least 21 years of age and possess a high school diploma or equivalent and must have a minimum of 2 years of experience in event coordination, events planning, catering, or closely related field. A degree in Hospitality, Business Administration, Communications, or other relevant field is highly desired. A relevant degree may substitute for the experience requisite on a year for year basis.

### **Additionally, the incumbent must possess:**

1. The ability to pass an in-depth background investigation including criminal history, employment records, and personal references;
2. The ability to drive a personal vehicle for business purposes;
3. The willingness to take a driver training course and drive ACM vehicles for promotional events;
4. The ability and willingness to obtain a class 13 Washington State Alcohol Server Permit and CPR training;
5. Demonstrated teamwork skills;
6. An ability to thrive in a fast-paced, dynamic environment, with high expectations for professional outcomes;

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7. A track record of providing high levels of customer service;
8. A proven ability to multi-task and prioritize competing tasks while meeting deadlines;
9. The interpersonal skills, sensitivity, and ability to professionally interact with a diverse range of people of all ages, socio-economic groups, and personality types;
10. The able to critically analyze and resolve quantitative, logistical, and spatial problems;
11. The skill and ability to work independently with general instruction and minimal supervision while maintaining a team oriented approach and attitude;
12. The ability to use M.S. Word, Excel, and Outlook;
13. The ability to lift and carry up to 50 lbs. periodically;
14. The ability to understand and effectively communicate in the English language, verbally and in written form;
15. The ability bend, kneel, twist, and stand for long periods of time.

## **WORKING CONDITIONS:**

1. Exposure to a combination of office, shop, commercial retail, commercial food, and outside environments;
2. Outside work is conducted in varying weather conditions;
3. Minimal exposure to cleaners and various other chemicals;
4. Minimal exposure to dust, gases, and fumes.

## **RESPONSIBILITIES:**

### **GROUP TOUR, PROMOTIONAL EVENTS, & VISITATION:**

1. Books tour groups, including: Altru reservation procedure, Master Calendar booking, and securing docents, as requested;
2. Supports Private Event & Sales Coordinator in the procurement of new tourism based clientele by sending emails, making cold calls, and delivering collateral to appropriate group tour and visitation demographics;
3. Creates a monthly list of new tour clientele and outreach initiatives;
4. Corresponds with group tour clients to respond to inquiries and assist with booking;
5. Conducts follow-up emails with clients, based on the contact calendar, for events, group tours, etc.;
6. Updates and maintains the Sales Workbook;
7. Assists with coordination of block ticket sales, including mailing or delivering block tickets and taking payment;
8. Tracks parking and attendance of event attendees for billing;
9. Assists the Sales & Event Department in the planning and executing of ACM promotional events;
10. Attends promotional events to attract event and tourism clients as scheduled;
11. Keeps the collateral box stocked with the most up-to-date materials;
12. Assists with set-up of promotional tent/booth and marketing materials at events;
13. Drives ACM and /or promotional vehicles to and from promotional events.

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## **PRIVATE EVENTS:**

1. Assists with entering data into rental agreements and creates event forms, Visio schematic for events set-up, books events on the Master Calendar, and updates the Event Booking File Checklist;
2. Updates the Sales Workbook with appropriate information, including event name, date of event, payments made, catering commission, AV commission, and other relevant information pertaining to that event;
3. Replies to client email inquiries regarding private events;
4. Assists in acquiring event details from clients such as catering information, space needs, add-ons, hours of event, etc.;
5. Conducts site visits and walk-throughs for private event clientele;
6. Executes private event rental agreements as per the contract;
7. Creates pre-event and post-event forms for files and maintains updated hard copy files for each event;
8. Assists in obtaining proof of insurance forms from clients prior to events;
9. Acts as the day-of coordinator for most events;
10. Processes payments and coordinates delivery of receipts for deposits and fees directly to the client;
11. Completes banquet rental set-ups including AV, beverage service, linens, etc.

## **SIGNATURE EVENTS:**

1. Assists with updating event layouts;
2. Attends all Signature Events meetings and takes minutes;
3. Assists with volunteer management both pre-event and on-site during the event;
4. Creates purchase orders as directed;
5. Assists with updating Master Calendar details;
6. Assists with interdepartmental communications regarding all event details to ACM departments and involved participants, including but not limited to, event timelines, initiative due dates, vendor needs, organization processes and procedures;
7. Works day-of all ACM Signature Events;
8. Assists the Signature Event Coordinator with administrative tasks including, but not limited to: mailings, research, volunteer requests, etc.

## **VOLUNTEERS, VENDORS, & CONTRACTED TEMP STAFF:**

1. Submits volunteer requests to the Volunteer Coordinator and sends email confirmations to event volunteers;
2. Supervises day-of-event volunteers;
3. Creates day-of volunteer sheets for larger events or multiple event occurrences;
4. Supervises contracted temp staff for selected events;
5. Submits Docent requests to the Volunteer Coordinator for the scheduling of tour guides;
6. Informs Volunteer Coordinator of no-shows and of conduct and performance related issues;

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7. Contacts vendors and provides pre-event vendor coordination and logistics for deliveries and internal set-up of events;
8. Supports onsite vendor needs and ensures ACM standards are upheld.

**ADMINISTRATIVE:**

1. Assists in maintaining the Master Calendar to track events scheduled at ACM by all departments;
2. Processes group tour requests in Altru;
3. Ensures adherence to private event timelines and supports facilitation of day-of event objectives;
4. Sends follow-up emails to group tour organizers to gain feedback;
5. Creates files and directional signage for events;
6. Compiles the monthly ACM event spreadsheet for the Tacoma Dome;
7. Compiles and distributes a 14-day forecast to all relevant internal staff;
8. Assists in providing effective interdepartmental communications and coordination regarding current and future private events, group tours, and visitation;
9. Provides information and data regarding event, visitation, and outreach initiatives for use in the creation of monthly reports and analysis;
10. Maintains an inventory of ACM beverage supplies and stocks all event spaces;
11. Tracks and stewards the Sales & Event Department’s inventory (linens, tables, chairs, etc.);
12. Attends and participates in weekly interdepartmental events meetings;
13. Updates event forms and documents pertaining to the Sales & Event Department;
14. Assists with client contact and tracking;
15. Maintains an event attendance spreadsheet;
16. Updates and maintains the event database.

**OTHER:**

1. Provides cross departmental **logistical** event support for ACM events and programs not related to private events (e.g., updating event forms, approving master calendar, providing cross departmental email updates, facilitating Event Department equipment loans, assisting event lead with monitoring of vendors for on-site deliveries, submitting volunteer needs requests outlined by the event lead, etc.);
2. Provides event support for Cruise-Ins at ACM from April through October;
3. Assists with communicating between internal departments and external agents;
4. Maintains a flexible schedule, able to work weekends and late nights as needed;
5. Drives personal vehicle for business purposes, as needed;
6. Utilizes MS-Outlook for email communications and scheduling;
7. Performs other duties as assigned.

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