

## **ASSISTANT OCEAN CENTER DIRECTOR**

### CODES/PAY RANGE

Class Code: 6001

EEO Code: A

FLSA: E

Pay Range: D

### MAJOR FUNCTION

Highly responsible administrative and management work assisting the Director in planning, promoting, marketing, directing, and coordinating activities and operations at the Ocean Center.

### ILLUSTRATIVE DUTIES

(NOTE: These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

#### Marketing Duties

Works with Director on implementing a total marketing program to attract bookings.

Implements and supervises the booking policy and marketing plan. Responsible for booking and coordination of public shows, conventions, trade shows, meetings, and other events at the Ocean Center. Confers with meeting planners, association executives, and promoters in soliciting bookings.

Establishes and maintains contact with booking agents, professional managers, and local arts groups to assure continual flow of events.

Confers with lessees on event requirements and coordinates all division functions within the Ocean Center to assure the proper physical set up and requirements of all shows are met.

Negotiates and enters into contracts for Ocean Center events. Monitors contracts and agreements to assure compliance with the terms of these contracts including the ticket services contract.

Supervises sales staff.

Performs public relations work by giving presentations to local divisions and associations, promoting the Ocean Center.

#### Administrative Duties

Coordinates the day-to-day operations of the Ocean Center. Supervises administrative staff.

Oversees all personnel and purchasing issues to insure all policies and guidelines are met. Manages accounts payables and accounts receivables.

Participates in development and administers an annual budget covering the Center's operation, and anticipated revenues. Develops and monitors all contracts for outside services.

Develops and coordinates all agenda items to County Council. Assists in the planning, programming, and evaluation of personnel and programs. Creates and initiates programs for professional training and staff development.

Represents the director in his/her absence.

Performs related work as required.

#### KNOWLEDGE, ABILITIES AND SKILLS

Knowledge and skills in the application of the principles and methods of public facility/civic center management, including promotional publicity and presentation activities. Knowledge of the business practices applicable to the management of a large scale exhibition facility. Knowledge of the principles and practices of supervision, organization, and administration. Knowledge of effective contract negotiations. Knowledge of facilities maintenance. Knowledge of liability, property, and other insurance relative to public facility/civic center management. Knowledge of proper personnel and purchasing procedures.

Ability to plan, direct, and coordinate the work of subordinates. Ability to establish effective working relationships with lessees, employees, general public, and other County divisions. Ability to communicate effectively both orally and in writing.

#### MINIMUM QUALIFICATIONS

Bachelor's degree in Public Administration, Business Administration or a closely related field and three (3) years of progressively responsible experience in the administration and promotional management of a public facility/civic center.

Experience may be substituted for the degree on a year for year basis up to four (4) years.

A comparable amount of education, training, or experience may be substituted for the minimum qualifications.

#### ADA REQUIREMENTS

Physical Demands: Sedentary work.

Environmental Demands: Inside work.

Mental Demands: Ability to read and comprehend technical and professional journals and manuals; legal documents, laws and ordinances; reports, abstracts, memos, financial documents, etc. Ability to write financial reports, summaries, reports, memos, letters, policies, procedures and instructions. Ability to perform advanced mathematical functions. Ability to speak publicly; conversant in theory, policies and practices of discipline; persuasive speaking. Ability to analyze data and develop conclusions. Ability to identify and resolve problems.

Revised 10/97; 3/1/00  
Replaces 10/94