



# USC University of Southern California

## Director, Sales Job Description

### JOB INFORMATION

Job Code:	143002
Job Title:	Director, Sales
FLSA Status:	Exempt
Supervisory:	Supervises employees and/or student workers.
Job Family:	Sales
Job Family Group:	Marketing and Events
Management Level:	4 Administrator

### JOB SUMMARY

Directs and oversees day-to-day sales and marketing operations. Manages internal and external sales teams, creates demand for university events, and builds and maintains strong customer relationships to increase sales revenue overall. Communicates through proposals, presentations and reports with knowledge of trends, and reports on forces that shift tactical budgets and strategic directions of accounts, as needed.

### JOB QUALIFICATIONS:

#### Education

Req	Pref	Degree	Field of Study
X		Bachelor's degree	

#### Additional Education

**Check here if experience may substitute for some of the above education.**

Combined experience/education as substitute for minimum education

#### Work Experience

Req	Pref	Work Experience	Experience Level
X		10 years	of experience in direct or outside sales.
X		7 years	of experience in sales management.

#### Additional Work Experience

**Check here if education may substitute for some of the above work experience.**

Combined experience/education as substitute for minimum work experience

#### Knowledge, Skills and Abilities

Req	Pref	Functional Skills
X		Proven experience driving substantial sales growth year over year, selling hospitality to a diverse set of customers with consistent performance and accountability using multiple sales approaches.
X		Extensive experience managing a sales force that includes direct, indirect and inside sales, with strong prospecting and closing skills.
X		Demonstrated ability to add value to the sales process through the development and implementation of a structured selling methodology, utilizing scorecards or other measures to ensure the team's success.

## Knowledge, Skills and Abilities

Req	Pref	Functional Skills
X		Proven management experience with supervisory responsibilities including budgeting, performance management, coaching ability, project management, and strategic and tactical planning.
X		Comfortable leading the team, setting direction and vision for the sales organization.
	X	Experience in business-to-business (B2B) sales.

## Certifications

Req	Pref	Select Certifications	Enter Additional Certifications
	X		Certified Meeting Planner (CMP)

## Other Job Factors

- No set schedule. Will have to work weekends, evenings and/or holidays, based on business necessity.

## JOB ACCOUNTABILITIES

	% Time	Essential	Marginal	N/A
Develops and reviews processes and marketing strategies across all university Auxiliary Services sales efforts. Researches and performs market analyses, and sets and consistently monitors measurable objectives for sales growth. Implements a sales training and orientation program to educate new hires.				
Hires and effectively manages an outside sales team to achieve superior results, while also managing an existing inside sales team towards continued growth. Provides accurate and reliable forecasting on an ongoing basis as to where each sales team will finish in relation to stated goals.				
Creates demand for USC events and increases sales revenue for the university. Fosters strong, collaborative partnerships with the Event Execution Team that work to accomplish sales goals, and builds and maintains firm, long-lasting customer relationships, partnering to understand their own business needs and objectives.				
Regularly meets with current and prospective clients. Conducts tours of event facilities, addresses client needs and questions, and provides solutions to any concerns and issues that may arise.				
Compellingly communicates the value proposition through proposals, presentations, and activity reports. Understands category-specific landscapes and trends, and reports on forces that shift tactical budgets and strategic directions of accounts.				

## Other Requirements

Essential:	Emergency Response/Recovery	Essential:	Mandated Reporter
	In the event of an emergency, the employee holding this position is required to "report to duty" in accordance with the university's Emergency Operations Plan and/or the employee's department's emergency response and/or recovery plans. Familiarity with those plans and regular training to implement those plans is required. During or immediately following an emergency, the employee will be notified to assist in the emergency response efforts, and mobilize other staff members if needed.		A mandated reporter who in his or her professional capacity has knowledge of, or reasonably suspects a person who is under the age of 18 years, elderly, or a dependent adult has been the victim of abuse or neglect must report the suspected incident. The reporter must contact a designated agency immediately or as soon as practically possible by telephone or in writing within 36 hours. By virtue of the associated job duties, this position qualifies as a mandated reporter as required by state law and USC's policy at: <a href="https://policy.usc.edu/mandated-reporters/">https://policy.usc.edu/mandated-reporters/</a>
Campus Security Authority (CSA)			Essential:
By virtue of the associated job duties, this position qualifies as a Campus Security Authority as required by law and USC's policy at: <a href="https://dps.usc.edu/alerts/clery/">https://dps.usc.edu/alerts/clery/</a>			No

## ACKNOWLEDGMENTS

The above statements reflect the essential and non-essential functions as necessary to describe the principle contents of the job. They are not intended to be a complete statement of all work requirements or duties that may be required of the position. I understand that I may be asked to perform other duties as assigned. USC reserves the right to add or change duties at any time.

The University of Southern California is an Equal Opportunity Employer. USC prohibits discrimination on any basis protected under federal, state, or local law, regulation, or ordinance or university policies. All employment decisions are based on individual qualifications and business need.

I acknowledge receipt of this job description and its associated physical requirements. I have read and understand the job description and job requirements and agree to abide by their contents. I realize that duties may be requested of me that are not specifically stated herein. I understand that I will be expected to adjust to potential fluctuations in work volume. I understand that, if I have any questions about the essential functions or expectations of my position, my supervisor and/or HR partner are available to discuss them with me.

\_\_\_\_\_  
Print Employee Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Manager Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

This job description describes the general nature and level of work required by the position. It is not intended to be an all-inclusive list of qualifications, skills, duties, responsibilities or working conditions of the job. The job description is subject to change with or without notice, and Management reserves the right to add, modify or remove any qualification or duty. Nothing in this job description changes the existing at-will employment relationship between the university and the employee occupying the position.