

Draft Classification Standards – Rev. 3/29/2024
Guest Services and Sales Professional Series

Class Title	Class Code	Issue Date	FLSA
<i>Guest Services and Sales Professional I</i>	XXXX	XXXX	<i>Non-Exempt</i>
<i>Guest Services and Sales Professional II</i>	XXXX	XXXX	<i>Exempt*</i>

OVERVIEW:

Positions classified within the Guest Services and Sales series are directly responsible for coordinating and managing guest relations, campus tour services, event ticket sales, prospecting and social selling opportunities, and related customer service.

Positions are assigned to classifications within the series based on the scope and complexity of guest services and sales activities; degree of independence and judgement; experience, knowledge, skill, and ability required; degree of planning, analysis, and execution required by the position; impact and risk to the university; and nature of supervision received.

Positions perform tasks that may include, but are not limited to, planning, coordinating, and implementing guest relations; ensuring high quality guest experiences; driving increased ticket sales and related customer services activities. Higher levels within the series build upon and include the knowledge and skill requirements and work assignments of lower levels.

Guest Services and Sales I – Entry-level professional who applies basic professional concepts to resolve guest relations problems and deliver customer service. Normally operates under guidelines and defined procedures. Contributes to guest relations planning and strategy by analyzing customer satisfaction, sales trends, and campaign success. Routinely interacts with university guests and customers to provide or coordinate guest services and sales.

Guest Services and Sales II – Professional who applies acquired job skills and knowledge of guest services and sales best practices and procedures to manage, coordinate, or deliver services and/or sales activities to university guests, customers, students, faculty, and staff. Draws from prior experience and knowledge of guest services and sales techniques and concepts to exercise judgment while coordinating event logistics, guest interactions, campus tours, and ticket sales. Provides analysis and recommendations for new guest relations or sales opportunities. Works with stakeholders and guests to ensure proper implementation of programs by providing significant guidance and instruction.

TYPICAL PROGRAMS, ACTIVITIES, AND CORE FUNCTIONS/DISCIPLINES (May include but are not limited to):

- **Customer Service** – Provides excellent customer service to guests, clients, prospective students, and visitors, ensuring their needs are met and exceeded. Responds promptly and professionally to guest inquiries, providing accurate information and resolving issues or concerns. Provides input and recommendations to

* This classification as outlined in this document meets the duties test of the Administrative Exemption. An employee's actual exemption status may differ based on salary rate and actual duties performed.

- improve policies, procedures, and service decisions. Maintains a positive, welcoming, and efficient atmosphere for guests and clients.
- *Sales* – Solicits and coordinates event bookings, including scheduling, logistics, and contract compliance. Manages ticket sales and other event related sales. Prepares, pitches, and presents proposals, contracts, and pricing information to clients. Follows up with guests and stakeholders to ensure satisfaction and identify opportunities for upselling or cross-selling.
 - *Guest Relations and Event/Tour Management* – Collaborates with internal departments, such as facilities, event planning, catering, and audiovisual, to ensure seamless event/tour execution. Creates tour/event components to ensure a positive guest experience. Oversees event operations, including registration, guest check-in, and on-site support. Addresses any issues or concerns during events, ensuring a positive experience for guests and clients.
 - *Relationship Management* – Builds and maintains strong relationships with university visitors, understanding their needs and preferences. Conducts regular meetings and site visits to foster ongoing partnerships. Collaborates with internal stakeholders to identify opportunities for stakeholders' engagement and retention.
 - *Data, Records, and Reporting* – Maintains accurate records of guest interactions, bookings, and event details. Analyzes customer feedback, sales trends, and campaign success. Prepares reports and presentations on sales activities, revenue, and visitor satisfaction. Tracks and coordinates financial reporting and cash handling related to ticket sales and events.

GUEST SERVICES AND SALES PROFESSIONAL I

Under direct supervision, performs entry-level professional customer service or sales duties. Exercises judgement to apply established and detailed procedures to customer service and sales situations and problems, deferring exceptional issues to supervisors. Coordinates and monitors the work of student employees and support personnel to ensure compliance with organizational guest relations and sales standards. Work is regularly reviewed for understanding of professional concepts and compliance with policies and procedures.

Work assignments typically include some or all of the following:

- ♦ Coordinates and implements campus tour and other guest service event operations. Partners with internal and external stakeholders to ensure seamless and high-quality guest experience.
- ♦ Sells and prospects potential season ticket and group tickets. Manages inbound email accounts and responds to inquiries. Provides specialized customer service to premium seat holders and designated groups.
- ♦ Coordinates concessions and other event related sales.
- ♦ Provides work direction and training to volunteers, student employees, hourly pooled staff, and less experienced positions.
- ♦ Ensures compliant interactions with guests in terms of university policies, procedures, and regulations by monitoring student and hourly pool staff interactions.
- ♦ Runs reports and produces data analysis of customer service feedback, sales trends, and sales campaign success.

- ◆ Tracks and coordinates financial information, budgets, procurement data and related account transactions.
- ◆ Tracks and maintains accurate records, files, and inventory of promotion related materials.
- ◆ Develops comprehensive knowledge and understanding of the standard practices and terminology of guest services and sales including any related policies.

MINIMUM QUALIFICATIONS:

Knowledge and Skill:

- ◆ Knowledge of guest services and sales practices, principles, procedures, and techniques.
- ◆ Ability to interpret, apply, and explain policies, rules, and procedures.
- ◆ Demonstrated communication and interpersonal skills to deliver excellent guest relations, coordinate internal relations, and complete concise and clear reports.
- ◆ Ability to work independently and as part of a team, with a guest service-oriented approach.
- ◆ Flexibility to adapt to changing priorities and deadlines.
- ◆ Organizational and initiative skills to independently plan, organize, and prioritize work.
- ◆ Ability to guide and direct the work of others.
- ◆ Computer skills to appropriately use technology and relevant software packages as required.

Experience and Education:

Equivalent to a bachelor’s degree in a related field. Relevant education and/or experience which demonstrates acquired and successfully applied knowledge and abilities shown above may be substituted for the required education on a year-for-year basis.

GUEST SERVICES AND SALES PROFESSIONAL II

Under general supervision, applies professional knowledge of guest services, customer relations, and sales program best practices, policies, and procedures. Responsibilities cover all aspects of campus guest relations, tour services, and ticket sales. Work is reviewed to ensure successful relationship building and operational coordination of events and sales activities. Makes decisions considering established policies and procedures and overall desired outcomes. Evaluates and recommends policy and practice changes. Works independently on most day-to-day assignments with general supervision on new assignments or projects to ensure alignment with objectives. Handles multiple work priorities and is accountable for work results.

In addition to duties performed by the Guest Services and Sales Professional I, the Guest Services and Sales Professional II typically performs the following duties:

- ◆ Builds and maintains internal and external partnerships to facilitate excellent guest experiences.
- ◆ Interprets regulations, policies, and guidelines to independently respond to complex customer service problems and unique sales requests and/or complaints. Authorizes exceptions and deviations from standard practices.
- ◆ Provides operational leadership and oversight of venue and patron services, box office operations, and group and season ticket sales initiatives and campaigns.
- ◆ Provides lead work direction and trains volunteers, student employees, other professionals, and less experienced staff.
- ◆ Recommends improvements in processes and procedures.

- ◆ Participates in the design and creation of new programs, initiatives, and sales campaigns.
- ◆ Works directly with marketing staff to create and produce marketing and promotional materials.
- ◆ Analyzes customer service feedback, sales trends, and sales campaigns to produce summary reports detailing insights.

MINIMUM QUALIFICATIONS:

In addition to Guest Services and Sales Professional I knowledge and skill requirements, work assignments typically require:

- ◆ Advanced skills and knowledge of guest services and sales best practices, principles, procedures, and techniques.
- ◆ Ability to interpret and make independent decisions and deviations from standard procedures. Ability to provide nuanced and detailed explanations of policies, rules, and procedures.
- ◆ Working knowledge of guest services and sales communication and management techniques.
- ◆ Strong organizational skills to plan, organize, and prioritize multiple assignments or activities.
- ◆ Strong communication and interpersonal skills to work effectively in a diverse environment.
- ◆ Proficiency in using guest relations and sales software and/or related equipment.

Experience and Education:

Equivalent to a bachelor's degree in a related field and two years of relevant experience. Additional experience which demonstrates acquired and successfully applied knowledge and abilities shown above may be substituted for the required education on a year-for-year basis. An advanced degree in a related field may be substituted for the required experience on a year-for-year basis.