

Job Description for Director of Sales: Spring Sale Spring Sale at the Convention Center

One year term

Board Duties

1. Attend Board Meetings per year (fourth Thursday of the month).
2. Immediately after sale the previous year:
 - a. Make sure space is secured for next year.
 - b. Contact Lisa Chan 503-235-7575
 - c. Choose co-chair for next year and ask him or her if they will volunteer.
 - d. Discuss how you will divide the workload and who else might help.
 - e. Put together a budget vs actual expenditure document to present to the Board.
 - f. Send thank you notes to committee members.

By Month:

August

1. Submit budget to Board for upcoming year.

December

1. Review publicity materials. If the format is to change, choose an artist and begin to work with him or her.
2. Develop timeline for press release/publicity distribution/ mailing.

January

1. Clean up mailing list.
2. Publicize sale in newsletter each month from now on.
3. Begin planning demos (this would be a good task to delegate).
4. Invite any nonguild members that you would like to have join the Guild and participate.
5. Submit article for Guild newsletter by January 15.

February

1. Write press release; mail early in the month to publications needing long lead times.
2. Find out who is planning to participate and what props to use.
3. Artwork to printer by end of month (distribute publicity materials at March meeting so we will have time to distribute to other guilds. Ask Ladella about other guilds and how many pieces for each.)
4. Recruit volunteers who will do the mailing.
5. Find thrums for the bookmarks (Linda Hendrickson has great ones!)
6. Have sale labels, agreements, and inventory sheets copied (or have people copy their own from back of roster).
7. Have signs made for easels.
8. Submit article for Guild newsletter by February 15.

March

1. Distribute bookmarks and flyers, sale labels, sale agreements, and inventory sheets at Guild meeting.
2. Start collecting signups for volunteers the days of the sale at the Guild meeting.

3. Have insurance company send certificate of insurance to Convention Center. If you have questions about insurance, call Arlene at the Convention Center : 503-731-7825. See page 2 of the contract for insurance requirements.
4. Since we have no paid help, we have not been required to provide Workman's Comp., Employer's Liability Insurance, or Automobile Liability Insurance. We do need to name the additional insureds listed in item 3e.
5. Our insurance company phone #: 1-800-457-2379.
Policy #52UUCJI2093. FAX #210-735-6431, Contact: Marsha.
6. Schedule paid advertising.
7. Contact Convention Center Event Coordinator and arrange for a phone line (for credit card authorizations), electricity, tables, chairs, and easels.
 - Need at least 5 easels: three for hallway downstairs, and one upstairs by each escalator.
8. Make sure Treasurer has us set up to take credit cards.
9. Mail general press release by end of month.
10. Submit article for Guild newsletter by March 15.

April

1. Mailing to post office at least 1 month prior to sale.
2. Distribute artwork, sale labels, sale agreements, and inventory sheets at Guild Meeting.
3. Finish collecting signups for volunteers the day of the sale.
4. Confirm participants and props.
5. Produce floor plan. (We have not been required to submit this to the Convention Center, but for Fire Regulations be sure not to block any doors, obscure any exit signs, and leave aisles at least 10' wide.)
6. Arrange 1 or 2 trucks to take props from closet to and from the sale.
7. Submit article for Guild newsletter by March 25th if sale is end of April, otherwise by April 15.

Late April or May

1. Sale! If the room is available, we try to set up as much as possible Thursday night. Music is nice.
2. Provide name tags for the volunteers.
3. We can usually get into the building as early as 6AM, but have to get the security guards to let us in.

Revised September 1998
Revised Fall 2015--MZeps