

**REPORT NO: 06-53**  
**DATE: April 20, 2006**  
**ANALYST: Betty J. Stanifer**

### **CLASSIFICATION REPORT**

**PROPOSED TITLE:** Technology Services Manager (Appointed)

**CURRENT TITLE:** New Position

**INCUMBENT:** Vacant

**REASON FOR REQUEST:** Evaluation to ensure proper classification of a proposed Appointed position that will manage a new department within the Convention Center.

**DATE QUESTIONNAIRE SUBMITTED:** 3-16-06

**DATE OF PREVIOUS STUDY:** ---

**DISPOSITION OF PREVIOUS STUDY:** ---

**PERSONS INTERVIEWED:** Anthony Lopez; Assistant City Coordinator – Convention Center  
Jeff Johnson; Director Event Services

**RECOMMENDATION:** Establish the Technology Services Manager (Appointed), at a Grade 11 with 540 Total Points.

The Convention Center is proposing the creation of a Technology Services Department to be ran by a service manager which will allow the Convention Center to better attain its mission by providing a concentrated effort to enhance it's ability to produce revenue in areas of service/product revenue and rental revenue due to the competitive advantage technology can provide in the industry. Currently the Production Services Department is delegated responsibility for a very large portion of the operation of the Event Services division, but

due to the size and scope of Production Services, technology and service offerings to exhibitors may not receive the amount of focus that will encourage growth of our revenue stream. Over the past several years, many new services have been added that have made it vital to separate the technology and exhibitor services functions from the Production Services Department. In order to create two strong and functional departments, the Associate Production Services Manager position will be eliminated from the Production Services Department leaving the Production Services Manager the challenge of handling the largest department at the Convention Center. The Technology Services Department will be faced with challenges due to the amount and scope of the different contractors that it will oversee and the educational component of staying in the fore front of an ever changing discipline. The manager position will have a wide range of skills that will need to be refined regularly.

The proposed position will be responsible for the general administration, management, coordination and supervision of the day-to-day activities of Exhibitor Services, the building technology infrastructure, City of Minneapolis technology contractors, industry and business related computer software programs, technology based revenue operations and related contracted technology services to ensure that contractual requirements are met and that services are provided in an efficient, effective and timely manner.

The position will be responsible for the overall planning, organizing, controlling and monitoring of the Technology Services Department activities with an emphasis on service to clients, and the development and implementation of operational policies and procedures designed to promote efficiency and quality of service. Typical responsibilities will include, but not be limited to the following.

- Oversee and participate in the interviewing, hiring, training, coaching and development of employees and personnel in accordance with established guidelines and procedures and develop and formalize training and educational programs.
- Responsibility for all content and operational aspects of MCC technology based staff training programs provided.
- Develop and implement long term and day-to-day operational policies and procedures for the department and provide overall administrative supervision while planning, organizing, scheduling, assigning, monitoring, analyzing and corrections all work assignments of Exhibitor Services, Technology Services, contractors, Computer Aided Drafting (CAD) projects and related technology services and activities within the department.
- Provide an environment free of harassment for employees and ensure compliance with all City policies, applicable OSHA standards and local, state and federal laws including the Americans with Disabilities Act.
- Conduct regular facility inspections to review facility, equipment, personnel, and general activity; share observations with other managers and supervisors in an effort to maintain a superior level of service.
- Responsible for technology inventory, infrastructure, upgrading and replacing old technology, and coordinating all infrastructure work with Facility Operations to ensure efficient implementation of systems.
- Attend and participate in scheduled Event Services Department Head Meetings and others meetings as necessary and schedule, plan and lead weekly department review meetings for conducting external business. Conduct regular staff meetings to disseminate pertinent information and ascertain staff needs and issues.
- Develop, maintain, coordinate, manage and act as liaison with outside organizations, vendors, City department, private firms, all Technology Services support service contractors and GMCVA (Greater Minneapolis Convention and Visitors Association) to maintain communication and planning channels on all internal operations.

- Develop and coordinate participation in industry related associations and trade shows to keep abreast of new technology and act as an entrepreneur in regard to new technology and revenue generating technology opportunities.
- Write bid specifications for departmental purchases; review and approve purchases; review and provide information for all technology equipment and requests for proposals; determine the best use of technology for the building; and be on the cutting edge of new technology upgrades and available industry technology that can create revenue opportunities. Coordinate the implementation of building wide projects with all affected customers.
- Prepare, manage, monitor and review departmental budget and determine departmental capital needs as requested the Director, Event Services. Participate in budget meetings and provide input related to expenditure projecting.
- Participate in collective bargaining agreement negotiations ensuring that operational concerns and needs are met. Ensure compliance with applicable collective bargaining agreements within the department to promote positive morale.
- Conduct performance evaluations and professional development programs for subordinate personnel. Manage personnel issues and conduct internal personnel investigations as required by any on going disciplinary process and make recommendations or administer discipline as needed.
- Provide leadership for continuous improvement, team building and participative management efforts; participate in employee committees and staff meetings and meet formally and informally with employees to assist with development and to evaluate overall employee feedback to identify opportunities for improvements
- Prepare and distribute weekly reports of department activity.
- Conduct event planning tours to orient new customers or prospective clients to demonstrate building capabilities and provide planning information for event and show managers. Work directly with clients to sell revenue producing technology services. Receive, review and coordinate inter-departmental functions and activities with all operational divisions and supervise and monitor all technology services.

## **POSITION ANALYSIS**

### **PRE-REQUISITE KNOWLEDGE**

The Convention Center is requesting that candidates for the position have a college, university or technology based vocational school four year degree in business, entrepreneurial studies, technology or sales or equivalent (two years of qualified work experience may be substituted for each year of college).

A minimum of five years experience in a responsible administrative or operational capacity with a major convention facility or an equivalent position is a requirement. Candidates must have extensive and thorough knowledge of convention center or public assembly facility operation with a focus on exhibitor services and technology. Candidates must have thorough knowledge of exhibitor services; outside vendor contract administration; telecommunications; exhibitor utility needs, including high and low voltage electricity, internet service providers, video signage sales and operation, and building technology infrastructure relating to the technology department. The candidate hired must have demonstrated supervisory and leadership skills with strong oral and written communication skills; good customer service skills; good interpersonal skills; and good analytical and creative skills. The incumbent will need the ability to maintain a high public image with a positive attitude and demeanor.

The rating assigned on this factor would not be as high as that of BIS Managerial positions that would need broader technical knowledge along with advanced knowledge of a variety of technology products and systems development methodologies. However, staff finds that the position would need to be rated slightly higher than the Production Services Manager on this factor due to the need for broader technical knowledge along with the knowledge of technology products and systems and the need to keep abreast of technological advances in the industry. The level is comparable to that of the Systems Integrator VI classification and other position that would require similar pre-requisites for entry into the position. A rating of 65 is being applied.

## **DECISIONS AND ACTIONS**

The incumbent in the proposed position will function independently in selling services, providing building technology details and parameters, and service estimates to exhibitors and clients that use MCC building technology. He/she can grant variances from MCC policy or procedures; schedule staff and contracted personnel; purchase budgeted Technology Services supplies and equipment; settle employee complaints and/or grievances; and independently hire Technology Services personnel. Problems most frequently resolved problems or actions taken without supervisory input would include settling client/exhibitor complaints, mitigating technology service issues in the building and proactively upgrading the infrastructure to capture available revenue streams; monitoring building technology contractors to ensure service quality standards are met; scheduling staff and contracted personnel; and handling unreasonable requests or actions by MCC clients, vendors or patrons.

Determining and monitoring annual operating budgets of Technology Services and settling employee grievances are reviewed/approved the supervisor.

With the split in production services; a new technology venue is being created that will substantially increase revenue in MCC. Emerging technology services and exhibitor services will be more clearly defined with the decisions and responsibilities being placed under the proposed position instead of being split between the Directors and the Assistant City Coordinator, Convention Center.

Frequently used resources in making decisions and taking actions would be public facility management experience; departmental policies and procedures; Federal, State and Local laws; Manufacturer and operational manuals, technical support, and IT professionals; other City departments and personnel; Civil Service Rules; and Bargaining Unit guidelines.

While the level of independence of action experience by the proposed position is similar in many respects to that of the Production Services Manager, the complexity and impact is slightly higher and this in all probability is due to the expansion of technology services that MCC will be providing to its clients. Staff feels that this is justification for a rating higher than the 55 that is assigned to the Production Services Manager. The proposed position will be the key MCC realizing its goal in defining, developing, articulating, implementing and marketing technology services. A rating inline with what is applied to the Manager BIS would be appropriate. A rating of 60 is being assigned.

## **SUPERVISORY RESPONSIBILITY**

The position as proposed will have supervisory responsibility for the Event Services Supervisor (Exhibitor Services); the Exhibitor Services Clerk II; Exhibitor Services Clerks I

(4.5); the Office Support Specialist II; a Video Graphic Designer (.5); and a Computer Aided Design Drafter (.5) for a total of ten subordinates. The rating of 15 assigned is based on the Factor Rating Guide for Supervisory Responsibility.

## **RELATIONSHIPS RESPONSIBILITY**

Daily contacts within the Convention Center will be with the Director, Event Services for direction; Event Services Managers and Supervisors to coordinate, resolve issues and maintain rapport; and with other department managers and supervisor to coordinate services. The incumbent will have daily contacts with BIS on computer hardware and software issues and with Finance for financial reports and information.

External contacts with GMCVA (Greater Minneapolis Convention & Visitors Association) to coordinate events and client needs with video signage; with MCC clients to respond to requests; and with MCC vendors to coordinate services are on a daily basis.

Staff sees the contacts experienced by the proposed position as impacting heavily on the success of the Convention Center's goal of building revenue generating technology service by providing clients with state of the art technology with emphasis on service. The importance of the contacts in relation to the success of the position in generating revenue would be similar in many respects to those of the Senior Event Coordinator, but not as high as the impact of the Event Services Manager. A rating between what is assigned the Production Services Manager and Event Services Manager appears justified. The position is being assigned a rating of 50 on this factor.

## **WORKING CONDITIONS**

The incumbent in the position will be required to work hours as indicated by events, personnel issues or projects, which could include night, weekend and holiday hours; and the incumbent is on call during MCC hours of operation; working throughout the facility with off-site meetings in addition to the office setting. The proposed position will have the same working conditions as the Manager Production Services and the Facility Services Manager positions. A comparable rating of 40 is being applied.

## **EFFORT**

The incumbent in the position will exert considerable effort in developing and implementing marketing goals, in addition the position will experience deadline pressures based on planning cycles, budget cycles, grievance and investigative process along with the continual pressure to provide revenue generating technology resources for the building and up to date technology services to clients to fill or exceed their needs. He/she will be required to pay close attention to detail on bid specifications for technology purchase requests; pay close attention to detail in contracts, financial statements, reports; etc. Further the incumbent will be expected to work with complex and sometimes confrontational situations and be available outside of normal business hours to deal with potential issues. All of these things place considerable mental stress on the position. This comparable to the mental effort experienced by positions such as the Manager, Production Services, the Manager Event Services and the Senior Event Coordinators at the Convention Center. A rating of 55 is being assigned.

## **CONCLUSION**

According to the Assistant City Coordinator, Convention Center the proposed position meets the criteria as outlined in Section 20.1010 of the Minneapolis Code of Ordinance.

1. The person occupying the position must report to the Head of the designated City department or the designated City Department Head's Deputy.

Yes – Reports to the Director, Event Services; a Deputy Department Head.

2. The person occupying the position must be a part of the designated Department Head's Management Team.

This position is a part of the Management Team.

3. The duties of the position must involve significant discretion and substantial involvement in the development, interpretation or implementation of City or department policy.

This position will have responsibility for development, review, and modification of facility policies, and will have an ongoing need to interpret City and Convention Center policy.

4. The duties of the position must not primarily require technical expertise where continuity in the position would be significant.

While it has a large technical component, this position does not primarily require technical expertise. It has responsibility for a variety of administrative and managerial functions.

5. There is a need for the person occupying the position to be accountable to, loyal to and compatible with the Mayor, City Council and the Department Head.

Yes – This position must fit appropriately into the management structure of the City of Minneapolis and Minneapolis Convention Center and must make consistent decisions in the interest of both.

## **RECOMMENDATION**

**Establish the Technology Services (Appointed), at a Grade 11 with 540 Total Points.**