

HALIFAX AREA ADVERTISING AUTHORITY

JOB DESCRIPTION

Job Title: Sports Business Development Manager
Markets: Sports
Department: Group Sales
Reports to: Group Sales Director
Status: Exempt
Date: June 2019

Job Description:

Develop group sales leads for assigned market segments that meet measured sales goals and encourage group bookings for area sporting facilities. Focus on developing bookings and leads specific to the Sports market segment.

Areas of Primary Responsibilities and Focus:

- Develop and maintain active sales files for qualified prospects and issue leads specific sports
- Achieve complete knowledge of all available sports venues in Volusia County.
- In our rebranding efforts; work with Strategic Conference & Sports Services and Communications to grow and maintain the sports social media and website content
- In efforts to bring brand awareness; work with Strategic Conference & Sports Services to create a sports meetings database
- Cooperatively work with all department staff and assigned contractors to ensure the delivery and implementation of a comprehensive sales and marketing strategy that improves sports groups.
- Regularly participate in trade shows for the sports markets and provide appropriate follow up to area partners
- Obtain certification with the National Association of Sports Commissions (CSEE)
- Arrange and conduct area site inspections and tours for all potential sports groups.
- Achieve department and personal sales goals for area of work as established by the Group Sales Director.
- Submit a weekly activity report detailing work assignments, goals and completed tasks.
- Work within Simpleview lead generation software program
- Oversee Sports Advisory Committee along with Director of Group Sales
- Participate in departmental Meetings and Conventions Advisory Committee meetings.
- Maintain a positive relationship with area industry representatives and other tourism-related businesses.
- Other duties and projects as assigned by supervisor.

EDUCATION/EXPERIENCE, KNOWLEDGE, SKILLS AND COMPETENCIES

- Associates degree or commensurate experience.
- Experience in convention services.
- Familiarity in the basics of group sales.
- Competency to manage multiple tasks and meet deadlines, set priorities and achieve results.
- Strong verbal and written communication skills; excellent interpersonal skills with the ability to work effectively with all organizational levels.
- Ability to work independently and exercise good judgment with exceptional attention to detail.
- Positive, professional, "can do" attitude and ability to excel in fast-paced environment.

ENVIRONMENTAL CONDITIONS:

- Office will be considered 126 E. Orange Ave, Daytona Beach, FL 32114 and Volusia County.
- Limited weekends and evening hours required.
- Frequently work at fast pace with unscheduled interruptions.

PHYSICAL DEMANDS:

- Ability to lift up to 25 pounds occasionally.
- Ability to drive own vehicle as required to perform essential job functions.
- Ability to travel out of town, including weekends.

COMPENSATION:

- Salary is commensurate with experience.
- Benefit package available first of the month following ninety (90) days of continuous full-time employment.