

Job Title	Sports Sales Manager	
Reports To	Group Sales Director	
Summary	Serves as Group Sales Manager for the market segment of sports. Sells our destination for tournaments, competitions and other sporting events to produce a positive economic impact for our community.	
Assisted by	Department's assistant, staff at hotels and sports venues plus local sports organizations and clubs' members.	
Duties & Responsibilities	<ul style="list-style-type: none"> • Responsible for soliciting and booking sporting events which utilize public and private sports venues, universities' facilities, arenas, expo halls, convention center, fields, complexes and hotels. • Develop and implement sales strategies, plans and activities to accomplish goals. • Develops and maintains professional relationships with local sports clubs, organizations and venues. • Develops and maintains professional relationships sports clients and event producers. • Creates and maintains client base of prospects in the sports market. • Contacts prospects to promote our destination by email, social media and personal contacts. • Assists Marketing Department with information to promote our destination for sporting events. • Represents our destination at sports trade shows and meetings to attract future events. • Conducts follow-up sales calls from trade shows, marketplaces or sales missions to attract new events. • Makes written or personal presentations to selection committees to book events. • When necessary, helps organize Local Organizing Committees for hosting tournaments and events. • Coordinates all grants, housing or other services to booked sporting events. • Coordinates and conducts site tours for event planners to showcase our destination. • Maintains accurate records of their sales, marketing and coordination activities. • Stays abreast of current industry best practices in sports marketing and sales. • Produce weekly and monthly sales reports keep superiors and industry partners informed. 	
Ideal Candidate Will Possess the Following Characteristics	<ul style="list-style-type: none"> • Knowledge of methods and practices to solicit groups, especially sporting events. • Knowledge and experience in destination marketing and group sales. • Possess excellent written, oral and digital communication skills. • Possess good sales skills to achieve desired results. • Ability to establish and maintain good working relationships with clients, employees, Board members, public officials, hospitality industry partners, sports venues and sports clubs. • Can work independently with little supervision to implement sales plan and goals. • Can organize work to handle multiple responsibilities within a specific time frame. • Able to prepare and make sales presentations both in person on in print. • Able to travel outside the city regularly to attend trade shows, visit clients and make sales presentations. • Ability to work within an assigned budget, be fiscally responsible and make good financial decisions. 	
Requirements	<ul style="list-style-type: none"> • Bachelor's degree from an academic institution. • Visitor bureau, sports commission or hospitality industry sales experience preferred. • Knowledge of sports tournaments and event management or sales preferred. • Proven sales skills preferred. • Must be able to travel on weekends outside the city as the job demands 	
Benefits	<ul style="list-style-type: none"> • 100% paid Health Insurance. • Long Term and Short-Term Disability • Deferred Compensation after year 3 • Paid YMCA membership 	<ul style="list-style-type: none"> • Dental insurance • Life and Accidental Death Insurance • Paid Parking • Paid Professional Development
Hours	Monday – Friday 8 am – 5 pm; Some weekend work; travels out-of-town 10-15 days per year.	
Salary	Offers a competitive salary commensurate with education, qualifications and experience.	



**Open Position:
Sports Sales Manager
Fort Wayne, IN**



Contact:

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About Fort Wayne, Indiana

Fort Wayne is Indiana's 2nd largest city with a population of 265,000 and located in NE Indiana region with a metro market area of over 500,000 people. Fort Wayne is a thriving, vibrant and diverse community with a rich sports history, strong convention & tourism market and recently rated first by US News and World Report magazine as 'the best place to live.'

About Visit Fort Wayne

Visit Fort Wayne is the official convention and visitors bureau for Fort Wayne and Allen County and also serves as the city's sports commission. We are a nonprofit organization with 12 full time employees whose purpose is to expand Fort Wayne's economy by attracting convention and leisure visitors. Each year, Fort Wayne and Allen County welcome more than 6.5 million visitors to experience our exceptional attractions, sporting events, festivals, arts, parks, and events around the city.

Tourism generates \$94.3 million in local tax revenue, which can be used for local schools, roads, housing and hospitals. Additionally, 86 cents of every dollar spent by visitors stays in Allen County - one of the highest totals in Indiana.

Sports Venues in Fort Wayne



Fort Wayne has a dozen athletic facilities willing to host tournaments. Each year Fort Wayne hosts over 150,000 people to 85+ sporting events attracted to the city which generates over \$26 million in economic impact. Fort Wayne also excels at hosting Paralympic and adaptive sporting events.

Fort Wayne has a 3-sheet ice center, an official Olympic & Paralympic Training Center, two 8-court basketball facilities, two 14-field soccer complexes, plus D-I and NAIA universities with fieldhouses and stadiums for hosting sporting events. The Allen County War Memorial Coliseum is a premier sports complex with a 10,000+ seat arena, 108,000 sq. ft. expo hall which has hosted multiple sports including the NCAA's D-3 Men's National Championships annually since 2018.

Fort Wayne's Grand Wayne Convention Center has regularly been used for dance, cheer, weightlifting, judo, and several e-sports and board game competitions.

Learn more about Fort Wayne sports tourism at [VisitFortWayne.com/Sports](https://www.visitfortwayne.com/sports)