



Mississippi Gulf Coast Regional Convention and Visitors Bureau
d.b.a. Coastal Mississippi

JOB TITLE: Sports Sales & Development Manager

DEPARTMENT: Sales & Business Development

SUPERVISOR: Senior Director of Sales & Business Development

GENERAL JOB DESCRIPTION

Promotes Coastal Mississippi to key decision-makers involved with sports, outdoors, recreational and entertainment events and identifies potential business, develops local interest and support, makes promotional contacts locally, statewide, regionally, and nationally.

DUTIES AND RESPONSIBILITIES

- Identifies sports, outdoors and recreational groups, events, and activities with a propensity to book on the Mississippi Gulf Coast.
- Develop positive local interest and support with Sports and Events.
- Identifies and consults with the Senior Director of Sales & Business Development as to which advertising markets are appropriate for sports, outdoors, recreational, and entertainment events.
- Direct responsibility for the successful sales/response to all Sports and related Event inquiries, leads, event fulfillment, event follow and event retention.
- Works with director and Marketing Department in the development, production and distribution of Sports and Events collateral pieces, sports microsite and toolkits
- Works with director and Communications Department on media opportunities, news releases and press associated with promotion of sports and events
- Coordinates the development of golf promotion and group business with local and state Golf entities.
- Coordinates the development of Esports opportunities within destination
- Explores special sports and outdoor projects, studies, and programs as needed
- Works with Director during budget review process, to include suggested travel, advertising, sports, outdoor, recreational and entertainment events and activities, related exhibits/shows, amenities/giveaways, promotional campaigns, and event management.
- Reports sales production and activities to the Director on a regular basis.

- Represents Coastal Mississippi at sports tourism industry-related meetings as required by the CEO and/or Senior Director of Sales & Business Development
- Assumes responsibility to successfully accomplish specific projects and sales and booking goals as arranged and directed by the Senior Director of Sales & Business Development and or CEO
- Coordinates site inspections of Coastal Mississippi for potential clients and business development
- Assists director with drafting grant applications as needed.
- Utilizes software such as Buxton, CRM Simpleview to produce monthly reports of activity, including trip and travel reports, group incentive requests and host city fund list
- Manages and maintains Coastal Mississippi facility listings and updates as needed
- Coordinates and manages additional assignments as deemed necessary by director and or CEO

QUALIFICATIONS FOR THE JOB

- Knowledge of top Sports Associations, Tradeshows and Athletic Events, including tournaments
- Must be able to drive and operate a vehicle while showcasing Coastal Mississippi sites
- Must have good organizational, oral, and written communication skills.
- Must be able to multi-task, work independently with minimal supervision and be self-motivated.
- Must have the ability to exercise sound judgement and appraise situations in the pursuit of tourism for Coastal Mississippi.
- Must have familiarity with computer database management.
- Must be neat and professionally well-groomed.
- Must be aware of all related safety procedures.
- Must be able to travel outside the region on business and overnight via motor vehicle and air service when necessary.
- College degree or equivalent experience.

Approved By: _____
Signature Date

Date Last Reviewed: _____

Last Reviewed By: _____