

POSITION DESCRIPTION

2022

<u>POSITION TITLE:</u>	Sports Sales Manager
<u>REPORTS TO:</u>	Vice President of Sports Development
<u>DEPARTMENT:</u>	Convention and Visitors Bureau

JOB SUMMARY

The Sports Sales Manager performs the sales and marketing duties required to solicit and book sports and athletic events for the destination, resulting in increased hotel occupancy and media exposure.

ESSENTIAL FUNCTIONS

- ◆ Position requires a professional, diplomatic demeanor and exceptional relationship-building skills. Position deals with a variety of personalities and situations.
- ◆ Extensive knowledge of the amateur sports business and market. Will also work with collegiate, professional and international sports clients when necessary.
- ◆ Public speaking and sales presentation skills.
- ◆ Maintaining a CRM database with extensively detailed, and organized data.
- ◆ Must be willing and able to work some evenings, weekends and/or holidays based on client and office demands.
- ◆ Must be able to travel independently. Reliable transportation and a valid driver's license are required. High amount of mobility is necessary. Extensive travel may be required.
- ◆ Position may require extended periods of time walking or standing – sometimes on hard surfaces.
- ◆ Ability to lift and carry objects weighing as much as 30 lbs.

PRINCIPAL DUTIES

- ◆ Recruits sports events, tournaments and conventions to Oklahoma City and proactively identifies sports events that could be held in the area.
- ◆ Maintains an inventory of sports facilities and working relationship with the managers of these facilities; maximizes the use of these facilities.
- ◆ Engages in sales program to bring new business into the area, strategically focusing on sport type, event dates, and facility usage that are of high need or value to the market.

- ◆ Prepares and presents bids for assigned sports activities to organizations in an effort to book events; when appropriate provide local businesses with bid materials.
- ◆ Directs business generated by sport events toward Oklahoma City hotels and motels, and other partner firms supplying support services to these groups.
- ◆ Meets regularly with hotel sales personnel, local organizing committees (LOCs) and industry partners to discuss future opportunities.
- ◆ Strategically attempt to grow annual or returning events.
- ◆ Assists in planning and actively participates in planner site visits and familiarization tours.
- ◆ Evaluates and reports on event performances.
- ◆ Travels to sports-related trade shows as assigned; develops and delivers verbal and written presentations to clients and stakeholders; develops files on potential sporting and special event clients.
- ◆ Supports events on-site when needed, including tasks related to event management and operations.

JOB REQUIREMENTS AND QUALIFICATIONS

- ◆ Four-year degree from an academic institution in a related field. Master's degree in related field is preferred, but not required.
- ◆ Four years' experience in related sports marketing, sales, hospitality, or special events.
- ◆ Knowledge of amateur sports market.
- ◆ Strong written and oral communications skills.
- ◆ Ability to make public presentations of behalf of the Convention & Visitor's Bureau.
- ◆ Positive attitude and understanding of customer service.

The statements contained herein reflect general details as necessary to describe the principal functions of the job, the level of knowledge and skills typically required, and the scope of responsibility, but should not be considered an all-inclusive listing of work requirements. This document describes the position currently available. It is not an employment contract. The Chamber reserves the right to modify job duties or job descriptions at any time.

Sports Sales Manager

President
Convention and Visitors Bureau