

## POSITION DESCRIPTION

**POSITION TITLE:** Sports Sales  
**REPORTS TO:** Vice President of Sales and Servicing  
**DIVISION:** Sales

### **EXPECTED RESULTS:**

Agency Result - The Rockford Area Convention & Visitors Bureau exists to deliver maximum benefit to residents by generating economic growth through investments in tourism.

Division Result – Annual sales increases according to sales plan.

Position Result – Responsible for achieving individual and group sales goals assigned annually to include such goals as, designated number of sporting events, designated number of sports leads generated and a designated number of room nights sold.

**ESSENTIAL FUNCTIONS** include the following:

### **Sales Functions:**

- Market The Rockford Region as a sports destination.
- Meet individual and team sales goals by booking group (sports) business/tournaments utilizing various sales methods (networking, presentations, attending trade shows, sales missions etc.)
- Research sports accounts/clients/tournaments and generate or follow through on sales prospects and leads to expand client database within assigned markets.
- Evaluate customers and venues needs and build productive long-lasting relationships.
- Attend trainings and professional development opportunities to keep up to date on current trends.
- Send out qualified leads to hotels
- Develop, coordinate, and implement comprehensive responses to Request for Proposals (RFPs), including verbal presentations and written proposals.
- Maintain well-informed working knowledge of local facilities, attractions, and services available in the Rockford region and act as a liaison between them and the client
- Actively input and track sales data through the CRM (examples: prospects, leads, bookings, room nights and traces)
- Develop and lead activities to create leads and bookings in the sports market
- Coordinate and deliver exceptional servicing to each customer
- Work with RACVB marketing team to develop sales collateral and advertising schedule
- Assist the Vice President of Sales and Service in all aspects related to recruiting, retaining and growing sporting events in the Rockford Region.
- Completes weekly and monthly sales reports
- Other duties as assigned

### **KEY CONTACTS:**

- Tournament Directors, Rights Holders and National Governing Bodies
- Internal and External Customers
- Tourism Industry Partners
- Destination Partners

### **CRITICAL KNOWLEDGE, SKILLS AND ABILITIES:**

- Understanding of the tourism industry specific to the sports industry.
- Ability to effectively present information and respond to questions from the public including representatives in business, hospitality, and media.

- Enthusiastically networks to build relationships, on a local and national level, to hotels, facilities, etc. to generate sales opportunities for the Rockford region
- Ability to read and write reports, business correspondence and marketing materials.
- Possess strong interpersonal and communication skills allowing for success in a team environment.
- Willingness to embrace and adhere to RACVB standards and corporate culture.
- Comply with budget and financial procedures.
- Able to manage multiple tasks.
- Flexibility with evening/weekend meetings and events.
- Must be willing to travel out of town, overnight, for meetings, events, conferences, and tradeshow.
- Must be able travel locally to meetings and events
- Must have a valid driver's license.

**EDUCATION/EXPERIENCE REQUIREMENTS:**

Bachelor's degree: or three to five years related sales experience; or equivalent combination of education and experience. Preferably in the sports industry.

**PREPARED BY:** Lindsay Arellano

**APPROVED BY:**

**PREPARED DATE:** 11/01/2021

**APPROVED DATE:**