



POSITION: Sports Development Manager
DIVISION: Sacramento Sports Commission
REPORTS TO: Vice President, Sacramento Sports Commission
FLSA STATUS: Exempt

SUMMARY

Under general direction, solicit new and maintain existing sports business, promote Sacramento as the premier sports destination, and contribute to the team goal of increasing Sacramento's share of the sports tourism market. This includes, but is not limited to, prospecting and qualifying potential opportunities, building leads, communicating with hotels and other stakeholders, and developing winning proposals. Meet the established sales goals while operating within the overall business objectives of the organization, priorities, resource allocation and funding conditions. Requires independent judgment in the course of carrying out overall responsibilities.

OBJECTIVES

- Generate room nights for the destination and achieve established sales goals
- Document sports sales activities and maintain databases and internal reports
- Develop bid documents
- Update and maintain internal communications for upcoming events
- Enhance communications with external clients and partners
- Coordinate services to sports clients and events

ESSENTIAL FUNCTIONS

1. Responsible for developing and executing sales plans to create awareness of the destination and pursue all sports tourism opportunities to exceed goals within a portfolio of assigned accounts and territories.
2. Responsible for prospecting new business in the sports market. Develops and fosters relationships with sports event organizers/planners to create new business and sustain existing business.
3. Develops and collaborates with appropriate Sacramento Sports Commission/Visit Sacramento team members, partners and stakeholders to effectively represent and sell Sacramento as a destination for sports. Serves as a liaison between hotel/sports facility personnel and event planners.
4. Manages budgets for select events and makes necessary decisions to operate within budget.
5. Meets or exceeds established sales goals, while maintaining a high level of customer satisfaction.
6. Responsible for timely and accurate input of data into the Visit Sacramento sales management software program.
7. Assists in the development of bid documents, presentations and the coordination of site visits for major Sports Commission bids.
8. Responsible for professional written and verbal communication with clients, partners and a variety of other professionals.
9. Represents the Sacramento Sports Commission/Visit Sacramento at local and nationwide meetings and tradeshows (travel required) sponsored by national, state and local organizations related to sales, sports and the hospitality industry to increase business opportunities by enhancing relationships and knowledge of the destination.

10. Maintains the prospect database, receive sports RFP's and coordinate a bid calendar to ensure the department remains focused on sales efforts.
11. Works closely with internal staff, sports clients and event partners to gather all relevant data from events to produce appropriate final reports and maintain archive for future use.
12. Coordinates the delivery of services to sports clients.
13. Performs other duties as assigned.

MINIMUM QUALIFICATIONS:

- Bachelor's degree in sports administration, business, marketing, communications or related degree or the equivalent in experience.
- 5-10 years of experience in the hospitality, convention, or sports industry sales, ideally with a minimum of three years in sports tourism.
- Extensive knowledge of the hospitality industry and its importance to the local economy; ability to understand the role of the Sacramento Sports Commission/Visit Sacramento in the community and move the image of the organization forward.
- Possesses excellent time management skills, outstanding organizational skills and the ability to handle multiple projects simultaneously while meeting deadlines.
- Strong background in delivering outstanding customer service.
- Excellent written and verbal communication skills.
- Computer literacy including strong MS Office skills, familiarity with client database management and accounting systems, and an ability to create bid presentation materials.
- Ability to think strategically and make decisions and recommendations that are in line with the organization's strategic objectives.
- Ability and willingness to work hours that exceed a typical Monday through Friday 40-hour work week, as required.
- Valid California Driver's license with proof of insurance.

PHYSICAL DEMANDS

Employee may experience the following physical demands for extended periods of time occasionally:

- View computer monitors
- Sitting
- Lifting & carrying up to 10 pounds
- Standing for long periods of time while working events

WORK ENVIRONMENT

Visit Sacramento offers a hybrid worksite/remote option for all employees following a brief training period.

Work is typically performed in a corporate office environment, though also requires work outdoors at community/sports events multiple times throughout the year. Will also require travel for meetings, sales presentations and trade shows.

The above information in this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees in this job.

Visit Sacramento/Sacramento Sports Commission is committed to advancing, advocating and supporting a culture of diversity, equity and inclusion in the Sacramento region's tourism and hospitality industry, local community, and nationwide.