

POSITION DESCRIPTION

Visit Salt Lake

Job Title: Sports Sales Manager
FLSA: Full-time, Exempt
Reports to: Chief Sport Officer
Department: Sports Salt Lake

Job Summary

Salt Lake is a place where elevation meets aspiration. An active urban city set at the foot of spectacular mountains. A place for open minds and fresh perspectives. This is an exciting time to be in Salt Lake: a brand new \$5.1B SLC International Airport expansion, a recently opened 700-key Hyatt Regency convention hotel, several new hotels in the development pipeline, population and business growth (Utah has been the fastest growing state in the nation since 2010, primarily driven by Salt Lake), host of the 2023 NBA All-Star Game and recently announced as the host of the 2034 Winter Olympics...Salt Lake is on fire, and we're just getting started.

To capitalize on this incredible growth and to achieve Visit Salt Lake's ambitious vision, we're seeking a proactive and enthusiastic individual to join our highly collaborative, and hard-working team. The Sports Sales Manager is responsible for driving sports-related bookings that generate room nights for the destination. This role involves building and maintaining a strong client base through professional relationships and effective communication, including telemarketing, email outreach, and site visits.

Primary Responsibilities

- Generate sports-related bookings that produce room nights for the destination.
- Create and maintain client base, develop and sustain professional relationships with clients.
- Solicit business through telemarketing, personal calls, e-mail, and site inspections.
- Identify high-probability accounts through investigative research.
- Maintain contact with planners and rights holders during, and directly after their meetings and events to solicit for repeat business.
- Develop a strong working knowledge of all hotels/resorts, attractions, competition venues, and services in the area.
- Maintain an awareness of competitors' products and promotions, and industry issues that influence sales.
- Maintain accurate information and current documentation of sales activities in CRM, or other designated database.
- Other duties as assigned.

Qualifications

- Four-year degree from an accredited academic institution, or minimum of two years hospitality industry sales or related experience.
- Previous experience at a DMO specializing in sales, or hotel sales a plus but not necessary.
- Must have a strong desire and ability to thrive in a sales-related environment, including a positive and motivated attitude on meeting and exceeding goals.
- Strong and consistent ability to prioritize activities within specific time guidelines, and ability to handle multiple responsibilities within a specific time frame.
- Excellent written, oral and grammatical communication skills.
- Willing and able to work evenings, weekends, and holidays based upon client and office demands.
- Good working knowledge of computers; Microsoft Office software, GroupWise, and general office equipment.
- Experience with Simpleview is a plus.
- Skills in account management, direct sales, and sales presentations.

- Must be willing and able to travel.

Working Relationships

Reports directly to the Chief Sports Officer. Works closely with event planners, rights holders, hotel sales staff, and Visit Salt Lake staff.

Benefits Package

Insurance: medical, dental, vision, life, long-term disability. 401(k) plan, Vacation, Sick, Personal Days, and major holidays PTO.

Application

Visit Salt Lake is an equal opportunity employer. We value diversity and encourage applicants from all backgrounds to apply. Only qualified candidates will be contacted for an interview. We thank all applicants for their interest in joining our team.

Final candidates will be subject to a background and reference check. E/O/E