

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following: compliance with employee handbook also required. Other duties may be assigned.

- Develop and maintain a detailed catalog of sports facilities, foster strong partnerships with facility managers, and strategically optimize their use.
- Maintain sales account files and distribute sales leads and correspondence to hotels under the direction of the Senior Vice President of Sports & Events.
- Maintain a professional dialogue with Arlington hotel partners, to include becoming a liaison for hotel sales personnel to ask questions and request information with regards to leads, best practices, and use of our database (Simpleview).
- Develop and implement strategic plans to effectively recruit sports-related national governing bodies (NGB's) and event organizers to Arlington facilities and hotels.
- Liaison with sports marketing agency to build outreach and marketing support for clients. This may include collaborating with teammates on the Sports Commission side as well as interacting with the sports marketing team as directed by the Executive Director to develop sales marketing materials, website updates, familiarization trips, newsletters and other marketing ideas.
- Cultivate a strong relationship with the City of Arlington - Parks and Recreation Department; the Arlington Convention Center; E-sports; the Arlington Independent School District and other local ISD's, colleges and university athletic departments (University of Texas-Arlington, Tarrant County College, etc.) and the managers of these facilities as well as other private assets that could be used as potential sports venues.
- Communicate customers' needs and encourage plans to upgrade facilities (as necessary and appropriate).
- Develop working relationships with local youth and adult sports associations in an effort to identify groups that desire to bring national governing bodies (NGB's) and other event-rights holders to the city.
- Provide appropriate services to sports groups with a definite booking for Arlington, including (but not limited to) scheduling volunteer assistance, providing promotional collateral materials to event planners, and providing on-site assistance with planning & execution of events.
- Maintain and develop an active file base in Simpleview, of potential clients through regular personal, telephone and written correspondence that are considering the region for potential meetings and events
- Plan and coordinate hotel, convention center and city tours for sports event operators & for those planning or contemplating Arlington as a sports destination. Generate leads for hotels by following up on potential business provided by inquiry, through trade shows, trade publications, familiarization trips and sales calls.
- Strict adherence to all sales reporting policies, procedures and deadlines as established by the Senior Vice President of Sports & Events, the President & CEO, and the Arlington CVB Board of Directors.
- Participate in sales trips to national markets, as well as other cities designated by the Senior Vice President of Sports & Events. This position, when necessary, will also travel for the purpose of bid presentation opportunities.
- Travel to sports-related and other assigned market trade shows; develop and deliver verbal and written presentations to clients and stakeholders and develop files on potential sporting and special event clients.
- Attend various events in the Dallas-Fort Worth Metroplex with a flexible schedule, including evenings and weekends.
- Assist in the implementation of departmental and bureau events such as familiarization tours, sales missions, and direct mail campaign, etc.

- Prepare and present bids to organizations in an effort to book events, and when appropriate provide local businesses with bid materials.
- Discuss events and projects with industry partners.
- Record appropriate organization, contact and activities in the Arlington Convention & Visitors Bureau CRM database. Maintain accurate booking records and pertinent sports marketing materials and sports calendars.
- Handle inquiries for all collateral materials available to meeting planners and visitors for promotional purposes to promote Arlington for assigned groups.
- Position will require flexible hours and may often include weekends.
- Perform other related duties as assigned by the Senior Vice President of Sports & Events.
- Commit to fostering the ACVB TEAM first environment and our culture, by following our core values: we own it (Commitment), we lead (Strategic), we win (Results-Driven) and we celebrate (Passionate).

Sports Commission Related Duties:

- Represent the organization in a variety of public and/or private functions. This can include speaking engagements, press conferences, opening/closing ceremonies, or social events that occur often outside of regular business hours and may require travel.
- Bid opportunities may require travel.

SUPERVISORY RESPONSIBILITIES:

No supervisory responsibilities are associated with this position.

COMPUTER RELATED SKILLS / EXPERIENCE:

Solid skill level in terms of all software specifically associated with the Microsoft Office package: Outlook, Word, Excel and Power Point. Ability to quickly become familiar with and utilize the Bureau's Database System (Simpleview).

EDUCATION and/or EXPERIENCE:

Bachelor's degree in marketing, sports management or business administration required. Preferred two years of sports commission, CVB or other sports event production related experience. Ability to focus on and prioritize key business objectives is a must.

REASONING ABILITY:

- ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.
- ability to interpret a variety of instructions furnished in written, oral, diagram, or in schedule form.

CERTIFICATES, LICENSES, REGISTRATIONS:

Possession of a valid Texas Operator's License, Class C. Travel throughout the U.S. is required with this position to attend tradeshow, make sales calls, check out events, and more. Limited international travel with this position is a distinct possibility.

OTHER:

Must be flexible to work nights and weekends for sport related events.

PHYSICAL DEMANDS: Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Equal Opportunity Employer