

DeSOTO COUNTY TOURISM

This job description is intended to describe the general nature of this position but should not be considered a complete statement of duties, responsibilities and requirements.

JOB TITLE: Sales Director - Sports

LOCATED: DeSoto County Tourism

REPORTS TO: Executive Director

SUMMARY: Responsible for promoting and selling DeSoto County to the sports and events marketplace to drive growth in team sports in DeSoto County; resulting in increased hotel occupancy, increased revenue for local sports related venues and increase awareness of DeSoto County as a destination.

PRIMARY DUTIES AND RESPONSIBILITIES:

- Develops and maintains positive working relationships with sports planners and decision makers of regional and national sports organizations, leagues, conferences and associations to generate sales leads, new business and repeat business in the various aspects of the assigned markets.
- Initiates personal sales calls, develops bid packages and proposals, negotiates sponsorship terms and makes group presentations to solicit business.
- Organizes, plans and participates in event planner/organizer site visits and familiarization tours of DeSoto County's: sports facility sites, local meeting and lodging facilities to target groups that match DeSoto County's availability and inventory.
- Plans and coordinates details for participation in a variety of tradeshows, conferences and marketplaces and implements follow-up to generate future business. Researches and develops sales and promotional tools used in various marketing endeavors.
- Develops and maintains an inventory of sports facilities. Develops working relationships with the staff of these facilities. Maximizes the use of these facilities. Identifies sports events that could be held in the area.

- Discusses events and projects with lodging sales personnel and industry partners.
- Works as part of a cooperative effort with the Mississippi Division of Tourism (Visit Mississippi) to promote DeSoto County's sports product via targeted marketing programs, sales missions, blitzes, familiarization tours.
- Establish necessary administrative procedures and databases files to maintain records of required activities in all areas of work responsibility involving sales.
- Prepares monthly reports detailing all activities and opportunities within the assigned markets. Evaluates and reports on event performances.
- Represents DeSoto County Tourism/CVB professionally with appropriate local and national organizations.
- Completes all duties requested by the Executive Director

QUALIFICATION REQUIREMENTS:

- Bachelor's degree from a four-year college or university in sports management, marketing or related field and minimum of two years direct experience in the hospitality sports industry. Specific communication and public relations work/experience. Or three to five years direct sports and communication management experience related to the hospitality industry.
- Excellent written and verbal communication skills
- Advanced capabilities in Social Media marketing and facilitation
- Writing and copy-editing experience
- Ability to relate positively with employees, clients, local and state hospitality partners as well as local, county and state officials
- Ability to work nights and weekends
- Ability to travel on behalf of DCT by air or car
- Knowledge of amateur sports market
- Ability to make individual and group presentations
- Ability to exercise judgement, initiative, tact and diplomacy in a wide variety of public situations
- Ability to multi-task in order to meet deadlines
- Computer literate in applicable software (Internet, Microsoft word, Excel, Power Point and Outlook) and able to learn new software as needed.
- The Executive Director of Tourism reserves the right to modify any and all job descriptions based upon the needs of DCT.

(PHYSICAL) REQUIREMENTS:

- Must be able to stand for 8-10 hours with minimal breaks
- Must be able to lift and carry objects up to 50lbs. on occasion

- Must be able to sit, kneel and squat
- Must have valid driver's license
- Must be able to meet physical responsibilities of the job
- Must be able to stay alert at all times