



## **Manager, Sport + Group Sales**

### **Job Description**

The Manager of Sport + Group Sales has the responsibility to oversee all aspects of the Sport Tourism and Travel Trade sales/support markets. In this sales and marketing capacity, this individual will work with community stakeholders and industry partners to secure new events, book group tours, support events and create new events in Florence/Lauderdale County.

### **Work Responsibilities**

**Reports to:** Director of Operations

The Manager of Sport + Group Sales key responsibilities include, but not limited to, the following:

- Oversight and management of the sport + group tourism sector; carrying out the plans and initiatives outlined in the annual sales and marketing plan.
- Attend industry tradeshows to promote Florence/Lauderdale Co. as premier sport and group travel/F.I.T. destination.
- Heavy emphasis on sales and sales missions to generate qualified leads for industry partners along with developing a customer database of clients for the CVB. Visit State, Regional and Independent associations to develop relationships and communicate what the destination offers as a host community.
- Follow up on key qualified clients in an effort to close deals on both sport and group opportunities in the County.
- Work with State and Regional tourism departments to capitalize on the opportunities to acquire more leads and familiarization tours while providing more information on Florence and the Shoals area.
- Provide group travel lead reports to industry stakeholders which captures qualified leads and opportunities to secure business in the destination.
- Strict oversight of all tournament contracts which include communication with tournament directors, management of RFP process, communication with Events Advisory Committee and internal controls to ensure financial accountability
- Maintain the CRM as an information portal for all industry contacts including, but not limited to, sales calls, familiarization tours and all client data.
- In partnership with Parks and Recreation, UNA and local sport associations, identify opportunities to create or bid on sport events for Florence/Lauderdale County.
- Work with the Events Advisory Committee to identify event opportunities for the County.
- Host and facilitate sport organizations with facility site tours (fam tours) of Florence/Lauderdale County
- Measure the value of sport paid media for the destination in its relationship to economic impact

- Ensure that participants and athletes complete economic impact forms to gather data on spending in Lauderdale County.

### **Work Conditions**

- Mostly office based, however travel can be frequent including domestic and possible international. Most travel will be tradeshows, sales missions, professional development and conferences. Evenings and weekends are required from time to time.
- Work Hours: the CVB works on a flex-schedule allowing the Manager of Sport Tourism/Event Sales to adjust hours according to work schedule. The norm is 8:30-5pm, but schedule is approved through the CEO and Director of Operations.

### **Skills and Qualities**

- Excellent interpersonal, written and oral communication skills.
- Ability to liaise with community groups, industry stakeholders and elected officials.
- High level of skills in the production and coordination of information and communication material.
- Excellent customer service skills and an understanding of visitor needs and of the tourism industry.
- Ability to work independently, within a team environment or to lead a team, both cohesively and efficiently.
- Strong management, administrative, organizational and project management ability.
- Creativity and innovative strategic thinking along with good PR and marketing skills.

### **Other Areas of Relevant Employment/Experience**

- Business/Management studies especially those with tourism management
- Sales and Marketing
- Sport Management
- Travel and Hospitality management
- Economic Development

All employment with the Florence Lauderdale Tourism Board is “work at will”. Nothing in the Tourism Board’s policies, actions, or this document shall be construed to alter the “at will” nature of the employment relationship between the Tourism Board and staff.

**Salary Range:** \$40,000 - \$47,000 and may be eligible for performance bonus plan