



Position Description: Sports and Events Sales Manager

Reports to: Vice President of Sales

Summary: Performs responsible, professional, and supervisory work in the Charleston, West Virginia, Convention and Visitors Bureau, by aggressively marketing and promoting Charleston, West Virginia, as a destination for sports events and conventions. Considerable judgment and initiative are required in developing and implementing sales activities, making sales presentations, negotiating service acquisitions between groups and vendors and preparing specification and proposals. The position requires attendance at various trade and travel shows to promote Charleston, West Virginia. Work is performed with a high degree of independence and under the supervision of the Vice President of Sales. Performance is evaluated through review of accomplishments and attainment of objectives.

Duties and Responsibilities

- Research and qualify prospective business opportunities and actively solicit sports organizations for events and conventions in an effort to produce sales leads and definite bookings for hotel/motel properties, and other facilities.
- Follows up on leads and closes bids to produce assigned annual quota of hotel room nights. Track leads to determine booking or lost business. Information is used to create reports internally and externally.
- Prepares a performance report for the Vice President of Sales to include all components of booking business. This shall mean, lead generation and pertinent pace reports, and others as determined and needed to be reviewed monthly
- Meets with organization executives, meeting planners, and sports committees to assist as necessary in selection of Charleston as a convention destination. Arranges and participates in site visits and familiarization trips.

- Prepare bid proposals; coordinate and conduct bid presentations on behalf of the Charleston CVB
- Participates in sports industry tradeshow and conventions; provides input and oversight to tradeshow or project specific promotional material in coordination with the sales team.
- Provides feedback for development of sales portion of the annual marketing plan. Implements sales responsibilities of marketing plan/program work.
- Establishes and maintains excellent business relationships with, local sports committee, local and state agencies on sports event permitting, land usage, and city site inspections, representatives of hotels and other industry partners through personal contact, leads, etc...
- Handles complaints and suggestions from clients expeditiously for promoting excellent customer relations and refers any unresolved situations to the Vice President of Sales.
- Attend various educational seminars as necessary.
- Cheerfully accepts and executes other duties as assigned.

Knowledge, Skills, and Abilities

- Thorough knowledge of the practices and techniques of marketing and sales promotion to include a working knowledge of contract and bids procedure, financial and other requirements.
- Ability to work and maintain working knowledge of tourism industry and convention and visitors bureaus and a thorough knowledge of Charleston, West Virginia, area accommodations, attractions, meetings facilities and restaurants and related businesses.
- Ability to prepare promotional and sale material, sale kits, bid packages and related materials.
- Ability to travel.
- Ability to represent the Charleston, West Virginia, CVB in a positive, professional manner to make professional presentations and to communicate clearly, effectively and concisely orally and in writing.
- Ability to plan, organize, prioritize, and complete work routine in accordance with sound time management methodology, ability to operate within and provide a work environment, which promotes clear and open communication.
- Ability to establish and maintain effective and professional working relationships with other employees, governmental agencies and business officials, and travel and trade clients.

- Ability to analyze problems and recommend practical solutions to operate effectively without close supervisions and to exercise sound judgment and discretion in performance of duties.
- Ability to operate computers to include ability to use work processing data base and related programs and databases required by the position.

Behavioral Skills

Provide the best possible quality service and value to all customers—internal and external. Do what is reasonable and sometimes unreasonable to ensure each customer’s needs are met. Consistently do the right thing. Consistently demonstrate business professionalism and decorum at all times. Show respect and courtesy to fellow staff members, clients, partners and the general public. Show sensitivity and empathy of/for others respecting the dignity and rights of every individual. Develop the trust of clients, partners and fellow staff members by acting fairly, honestly and responsibly in all matters. Plan and organize work so that the highest priorities are addressed before lower priorities. Dedicate oneself to being a life-long learner and strive to be abreast of cutting edge marketing and sales strategies. Demonstrate the ability to interact appropriately with government and business leaders as well as volunteering and assisting in mundane, but needed activities.

Qualifications

Academic: The convention sales manager will have a BA/BS with an emphasis in marketing or sales, and/or at least three to five years of related experience which may substitute for academic experience.

Personal Characteristics: Good communication and public presentation skills, and proven ability to work with a diverse group of individuals and groups. Must be people-oriented, have high stamina/high energy levels, and be very “goal oriented”. Other characteristics important are proven problem analysis and resolution skills with exceptional analytical skills that work with a very diverse group of partners.

Knowledge, Skills and Abilities: Prior convention sales preferred, but not required. Must have experience and skills in general office computer programs (Microsoft Word, Outlook, Excel, and Power Point). This position requires an ability to prioritize and manage multiple projects/responsibilities simultaneously while meeting stringent deadlines.

Physical requirements: Must have a valid driver's license and the ability to maintain a flexible work schedule that includes early mornings, evenings and weekends. You must be able to travel independently to domestic and international destinations via commercial airlines.

Annual Accountability Measures

- Generate a predetermined number of definite guestroom nights generated by your direction and support of local hospitality community.
- Accomplish personal goals as outlined in your annual review.

To Apply

- Email cover letter and resume to [Tim Brady, VP of Sales & Marketing](mailto:tim.brady@charlestonwv.com)
tim.brady@charlestonwv.com
- Position is open until filled