

REPORTS TO: DIRECTOR OF SPORTS SALES & SERVICES

DEPARTMENT: SALES

GENERAL DESCRIPTION

The Sports Sales Manager duties include: prospecting for new business, servicing committed business, managing sports event production, and producing reports and other documentation that assists the department in reaching annual goals of increasing total number of room nights produced by sports in Cobb County, thus increasing economic impact in the county.

SPECIFIC DUTIES

ADMINISTRATIVE SUPPORT (50%)

Coordinate and execute the daily and program operations of the sports sales department that includes but not limited to:

- Generating monthly sales reports.
- Ability to quickly learn and use CRM to make and update reservations, input sales leads and contacts, customer management, and make recommendations for new processes and/or improvements to the system.
- Point person for management, maintenance, oversight and updating CRM database.
- Updating Sports Calendar.
- Managing proposals and bid development.
- Processing approved invoices, track department expenses, and assist sports sales team with submitting credit card and expense reports through expensify.
- Coordinating travel and shipping arrangements.
- Administratively support the Director of Sport Sales & Services as needed.
- Tracking ROI by keeping performance measure data up to date, and maintaining tracking and measuring survey.

PROGRAMS/SALES/MARKETING (50%)

- Implement convention services by creating an exceptional guest experience for our clients alongside the Sports Sales team. Support the team with service after the sale. Coordinate across departments.
- Assist with event preparations, including deliveries to area hotels and venues.
- Assist with event staffing, as needed.
- Prospect development via databases, sports directors, industry publications, tradeshow leads, internet sites and other sources.
- Gather event history on potential sporting events under consideration.
- Create, maintain and update Cobb County sports facility guide.
- Become knowledgeable with the Cobb County hospitality community including all area attractions, hotels and restaurants.
- Assist with Cobb Sports Alliance social media efforts across all platforms.
- Help plan, support and host site visits, client hospitality events, and Cobb Sports Alliance Steering Committee meetings.
- Assist with production of Cobb Sports Alliance quarterly e-newsletter- "From The Sidelines".
- Other projects and duties, as assigned.

OTHER TASKS

- Work with marketing team to execute marketing efforts related to job responsibilities.
- Assist in developing the department's yearly budget, and work with other staff in related areas.

- Provide support to achieving CT&T goals.
- Such other duties, functions, special projects and responsibilities as assigned by the President and CEO.

MINIMUM QUALIFICATIONS

- Bachelor's degree required with three to five years' experience in sports and sales strongly preferred.
- Experience in the hospitality industry or with a sports commission strongly desired. Ideal candidate will have a passion for sports and obtain sports knowledge.
- Ability to manage and track many details, and follow quality control best practices.
- Self-motivated, willing to learn and create new processes, and comfortable with direction while also being self-managed.
- Ability to work and make decisions proactively, take initiative, prioritize, plan ahead, and meet deadlines.
- Demonstrated knowledge or a willingness to learn the Tourism Industry and/or Group Sales, its vocabulary, and its unique set of sales and marketing needs.
- Strong skillset in MS Office programs. CRM and database management experience is helpful.
- Ability to deliver exceptional customer service with a positive attitude.
- Problem solver.
- Excellent communication skills, written and oral.
- Highly collaborative.
- Existing experience as a coordinator in a sales environment that focuses on developing client relationships is helpful.

The job and budget responsibilities as presented here may change from time to time as situations warrant. Should additional duties be identified for this position, the direction of the President & CEO will be utilized. Review and modification to this position will be at the sole discretion of the President & CEO.