



## **SPORTS SALES MANAGER**

**Employer:** Gwinnett Sports Commission (GSC)

**Post Date:** 8/27/13

**Closing Date:** 9/27/13

**Description:** The Sports Sales Manager is primarily responsible for supervising and coordinating daily activities for the Gwinnett Sports Commission (GSC) including ongoing recruitment, solicitation, sales, marketing and management of new sports related conventions, tournaments, and clinics to the Gwinnett County area. The mission of the Gwinnett Sports Commission is to attract and develop amateur, collegiate and professional sporting events, sports related clinics, and athletic conventions for economic impact on the Gwinnett County area.

### **Essential Functions:**

#### **Sales & Administrative**

- Promote and sell Gwinnett County to individuals and groups as a premier sports destination.
- Implement the strategic sales goals and objectives of the department. Work toward the achievement of the organization's philosophy, mission, strategy and its annual goals and objectives.
- Manage bidding process to ensure best service and cost for desired return on investment.
- Maintain relationships with the relevant local, state and national governing bodies.
- Occasionally travel to sports-related trade shows (2-3 times per year average) to promote Gwinnett County.
- Engage in sales activities that produce leads. Maintain a consistent sales effort through appropriate communication channels, including telephone, trade shows, e-mail and events.
- Develop strong relationships and partnerships with local sports facilities (i.e. Suwanee Sports Academy, Ice Forum, Gwinnett County Parks and Recreation, etc) in order to enhance our ability to bring in new events to Gwinnett County.
- Develop and deliver professional verbal and written presentations to clients and stakeholders; also responsible for communication with clients, partners and a variety of other professionals.
- Collaborate with Explore Gwinnett Marketing Department to ensure effective collateral and e-marketing projects and to maintain the integrity of the GSC brand.
- Utilize grassroots marketing efforts to raise awareness of sporting events in Gwinnett.
- Perform sports-related spokesperson role when appropriate in direct coordination with Executive Director.

- Develop and maintain a sales budget and timeline.
- Establish rapport with client/planner(s) on accounts.
- Develop and maintain a positive working relationship with members of the local hotel community.

## **Event & Project Management**

- Provide on-site event presence on behalf of Gwinnett Sports Commission (as needed)
- Collaborate with National, State and County Park athletic associations to help maximize the efforts of the Gwinnett Sports Commission.
- Coordinate volunteers for projects as needed.
- Provide support and logistical assistance to event organizers in the planning and conducting of their athletic related events held in the Gwinnett County area.

## **Measuring & Tracking**

- Track and measure economic impact numbers, ROI and hotel occupancy related to sports in Gwinnett County.
- Develop and maintain a community-wide sports calendar.
- Maintain an inventory of sports facilities and venues.
- Evaluate and report on event performances.
- Maintain accurate, detailed and thorough event data through the InfoTrac system; create accurate reports for monthly, quarterly, or as needed reports.

## **Enhance Visitor Experience**

- Develop and maintain appropriate community relations related to sports services. Serves as liaison between hotels, sports facilities and event planners.
- Work with the client to create tie-ins to community events and attractions.
- Distribution, communication and coordination of all services provided by Gwinnett Sports Commission.
- Perform all other duties as assigned by Executive Director.

## **Requirements**

- Strong sales & negotiation skills
- Independent, self-starter
- Organized and detail-oriented
- Proactive
- Sports knowledge
- Hotel industry knowledge
- Ability to maintain composure under pressure
- Excellent communication skills
- Resourceful
- Strong multi-tasking & problem-solving skills
- Professionalism and customer service oriented

## **Position Qualifications:**

- Education: Bachelor's degree from an accredited college or university with major course work in Sports Management or Hospitality is a plus.

- *Experience Required:* Minimum of three years in Sports Management, Hotel Sales, Hospitality, or a related field.
- *Required Skills:* Thorough understanding of MS Office Suite (MS Word, Excel, Publisher, Outlook), PC and Internet knowledge & understanding and experience

**Benefits:**

- Medical /dental/vision insurance, paid vacation and sick leave, paid holidays, long term and short term disability insurance, mileage reimbursement. Work hours are generally 8:00 AM until 5:00 PM, Monday through Friday. Given the nature of the business, some evening and weekend work may be required. **Gwinnett Convention and Visitors Bureau is an Equal Opportunity Employer.**

**How to Apply:**

- Email resume and cover letter to Stan L. Hall at [shall@gwinnettsportscommission.com](mailto:shall@gwinnettsportscommission.com)
- Resumes, cover letters and writing samples can also be mailed to 6500 Sugarloaf Parkway, Suite 200, Duluth, GA 30097
- No phone calls please

**Disclaimer:**

Job descriptions are not intended and should not be construed to be an exhaustive list of all responsibilities, skills, efforts or working conditions associated with a job. They are intended to be reflections of the principal job elements essential for that position. The Executive Director reserves the right to revise this description, as deemed necessary.