

# Director of Sports Sales

## Full Time, Permanent Position

Salary Range \$40,000 to \$48,000 + Bonus Program

Benefits include Health(80% of monthly premium paid by JACVB) 100% of Dental, Vision, Life and Disability; Simple IRA; contribution to health club membership; professional development

### Mission

The Janesville Area CVB leads, supports and promotes the region as an outstanding destination, creating a positive economic impact for the community, cultivating resident pride and enhancing its quality of life.

### Summary

The Director of Sports Sales will work with sports venues within Northern Rock County to book or create tournaments and other sports events that will draw attendees, participants, and spectators on a regional or national scale. This includes performing all sales and servicing duties. The applicant should be familiar with the sports industry, adept with technology, organized, and customer service oriented.

### Key Functions

- Create and execute a sales strategy for the sports tourism market
- Maintain knowledge of area sports facilities
- Develop and maintain relationships at local venues, sports clubs, organizations, and hotels
- Develop and maintain professional relationships with sports clients and event organizers
- Research (internet and other) and develop sports event opportunities
- Stay abreast of current industry best practices in sports marketing and sales
- Represent JACVB at sports conventions, association marketplaces, and local organization meetings to maintain positive Janesville profile and obtain new leads for sports events
- Conduct follow up sales calls from trade shows, marketplaces, and other meetings
- When necessary, help organize local groups for hosting tournaments and events
- Create and send RFPs to hotels and sports venues to secure room blocks and event spaces
- Create detailed and accurate proposals for sports event organizers
- Conduct site visits for event planners to showcase our destination
- Maintain accurate records of sales and service activities
- Track leads through the entire process
- Track sales metrics and facility/hotel usage to prepare monthly, quarterly, and year-end reports
- Assist marketing in preparation of sports-related sales collateral
- Perform other duties as assigned by the JACVB Executive Director

**Qualifications**

- 3-5 years' experience with meeting/conference, hotel, sports event, or sponsorship sales
- Experience in sports or special event management, conference planning, visitor bureaus or hospitality industry preferred
- Bachelor's degree or the equivalent in related experience preferred
- Proven sales track record preferred

**Skills**

- Must be an initiative-taker, organized, detailed and client-driven
- Excellent interpersonal communication skills, including written, verbal, and digital
- Ability to use technology including MS Office and CRM database (IDSS training provided)
- Ability to work independently, while maintaining team approach with co-workers
- Ability to plan, organize and prioritize work to handle multiple responsibilities within a specific time frame
- Meticulous and highly organized in thought and action
- Ability to work in a changing, challenging, and fast-paced environment with varying stress levels
- Knowledge of the Janesville area a plus

**General**

- Flexible schedule as activities may occur outside normal working hours
- Evening and weekend work required
- Multi-day travel outside the area as the job demands
- Reliable transportation and valid driver's license are required

**Applicants must live in or be willing to relocate to the surrounding Janesville, WI area for this position.**

**Disclaimer:** This job description is not intended and should not be construed to be an exhaustive list of all responsibilities, skills, efforts, or working conditions associated with this job. They reflect the principal job elements essential to this position.

All questions, inquiries, and resume submissions can be forwarded to Christine Rebout, Executive Director of the Janesville Area Convention & Visitors Bureau at [director@janesvillecvb.com](mailto:director@janesvillecvb.com).

Applications due February 21<sup>st</sup> by 5 pm.