

# Ames Convention & Visitors Bureau Sports Sales Manager Job Description

## **ABOUT THE AMES CONVENTION & VISITORS BUREAU**

The Ames CVB is a destination marketing organization which strives to increase economic activity in the Ames area by promoting convention and visitor activities. Team members at the Ames CVB have a passion for Ames and Iowa State University. It is our responsibility to bring visitors to Ames and provide excellent service. We do this through a *team* that takes initiative, a *team* that is innovative, and a *team* that values working together to provide the best experience for our visitors.

**JOB TITLE:** Sports Sales Manager

**REPORTS TO:** Director of Sales

**POSITION SUMMARY:** Identify, develop and implement annual sales strategy and plan for the sports market, including new client development, local sport partnerships and maintenance of existing annual sports clients

## **PRIMARY RESPONSIBILITIES:**

- Develop and execute annual sales strategy and plan for the sports market, which includes researching new events for the Ames area
- Creation of bid proposals to new and returning sports clients
- Lead generation for sports related events representing new business
- Attend sports industry related tradeshows and site visits to develop relationships with current or potential clients, and generate potential sports event opportunities
- Input and update accurate data into the sales database to monitor and track sales progress
- Represent the Ames CVB at industry-related meetings, events, and local, state and national associations
- Collaborate with Sales & Service Manager on execution and event coordination for sports clients
- Develop relationships and communication strategies with Ames & ISU service providers
- Responsible for submitting annual Regional Sports Authority District (RSAD) grant application and supporting documents
- In conjunction with the Director of Sales and Marketing & Communications team, develop collateral materials specifically designed to increase the awareness of Ames and ISU as a sports destination
- Work with Director of Sales to develop and manage a yearly budget for the sports market

- Work in collaboration with other staff on events and activities related to all markets including specific roles for major events, support services roles outside of the sports market
- Other duties as assigned

**PREFERRED QUALIFICATIONS:**

- 2+ years' experience in hospitality/sports sales, event management or general sales
- Bachelor's degree
- Basic computer skills in word processing, spreadsheets and databases are required

**GENERAL REQUIREMENTS:**

- Exceptional communication skills with ability to execute effective sales presentations
- Committed to be a team player
- Highly self-motivated and ability to be self-directed
- Strong organizational skills with attention to detail
- Committed to relationship-building with strong interpersonal skills
- Strong written and verbal communication skills
- Ability to set and manage priorities to handle multiple projects while moving them forward simultaneously
- A flexible schedule will be required to accommodate event and meeting schedules that will include some nights and weekends
- Work from an Ames office location
- Ability to lift up to 35 lbs
- Valid Iowa driver's license

**APPLICATION PROCESS**

All applications should be submitted via email to [employment@amescvb.com](mailto:employment@amescvb.com) and include:

- Cover letter with salary requirements
- Resume
- Three professional references including names and contact information.

First consideration if applied by January 24, 2022.

Questions should be directed to:

Sharon Black, Director of Sales

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