



HUMAN RESOURCES DEPARTMENT

## POSITION DESCRIPTION

**TITLE:** Sports Sales Manager **LAST UPDATED:** 09/30/2013  
**DEPARTMENT** Convention and Visitors Bureau **JOB CLASS:** 43  
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**REPORTS TO:** Executive Director of the **FLSA DESIGNATION:** Exempt  
Convention and Visitor's Bureau

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**Summary:** Under general supervision of the Executive Director of the Convention and Visitor's Bureau, the Sports Sales Manager is responsible for developing and implementing sports specific sales, marketing, strategies and tactics to promote Frisco as a premier sports destination.

*The intent of this position description is to provide a representative summary of the major duties and responsibilities performed by incumbent(s) in this position. Incumbent(s) may not be required to perform all duties in this description and incumbent(s) may be required to perform position-related tasks other than those specifically listed in this description.*

### Essential Job Functions:

- Promotes and sells Frisco to individuals and groups as a premier sports destination.
- Engages in activities that produce sports sales related leads such as direct solicitations via presentations, sports-targeted trade show contacts and personal calls, as well as telemarketing, bid book preparation and other correspondence in the sports market.
- Develops strong relationships and partnerships with local sports facilities in order to enhance the ability to bring new events to Frisco.
- Develops and conducts sports marketing and promotional visits to potential clients and makes presentations to groups in securing business for the Frisco Convention and Visitor's Bureau.
- Develops and maintains new accounts for future business through utilization of available resources within the Convention and Visitor's Bureau, and maintains an active database of potential clients.
- Maintains a close working relationship with the Frisco hotel sales and marketing staff(s) in an effort to meet the hotel room night demands and to exchange information vital for securing sports business.
- Assists in the development of budgets and marketing plans for the Convention and Visitors Bureau budget.
- Works closely with City to develop a sports corps of volunteers.
- Develops and implements a sponsorship program to assist in funding of small to large scale events
- Assists in the development of goals, objectives and departmental programming for solicitation of sports events.
- Generates leads for Frisco hotels to pursue in attaining new and repeat sports-related events and business.
- Organizes and conducts individual site inspections and group familiarization tours for meeting planners to acquaint them with the convention center, hotels, restaurants and attractions.
- Assists with the creation of the Marketing Plan and budget each fiscal year; responsible for researching and fully developing assigned market segments.
- Responsible for meeting Marketing Plan goals.

- Creates and implement reports, business correspondence, meeting specification needs and bid proposals.
- Maintains an inventory of sports facilities and venues.
- Works with clients to create tie-ins to community events and attractions.

**Other Important Duties:**

- Occasionally attends City events on evenings and weekends.
- Participates in various industry organization and activities to maintain positive relationships and awareness of the City of Frisco and the CVB.
- Travels to attend sports-related trade shows to promote Frisco.
- Assists with special projects as assigned by the Executive Director of the Convention and Visitors Bureau.
- Performs other related duties as assigned.
- Regular and consistent attendance for the assigned work hours is essential.

**Required Knowledge and Skills:**

- Knowledge of sale methods and procedures used in the solicitation of conventions and meetings, as well as advanced sales techniques.
- Knowledge of various types of sports; local sports venues and facilities.
- Knowledge of contracts with meeting planners.
- Knowledge of City management policies and procedures.
- Skill in problem solving and multi-tasking.
- Skill in establishing and maintaining effective working relationships with outside agencies and the public including the public and private organizations and corporations.
- Ability to develop creative, innovative marketing programs and ideas.
- Ability to analyze and interpret general business periodicals and professional journals.
- Skill in informational and entertaining presentation techniques for a wide variety of audiences.
- Skill in organizing work flow and managing multiple projects.
- Skill in effective English oral and written communication and public speaking.
- Proficiency in sales and negotiation skills.
- Proficiency in the use of computers and related equipment, hardware and software applicable to area of assignment, specifically Microsoft Word, Power Point, Front Page, Access and Excel.

**Preferred Education, Experience, and Certifications:**

- Bachelor's Degree in Sports Management, Marketing, Hospitality or related field plus three (3) years experience in sports management, convention/hotel sales, hospitality or related field or equivalent combination of education and experience.
- Must pass a pre-employment drug screen, criminal background, and MVR check.
- Must possess State of Texas Drivers License.

**Environmental Factors and Conditions/Physical Requirements:**

- Work is performed in an office setting, off site and at special events.
- May be subject to repetitive motion such as typing, data entry and vision to monitor.
- May be subject to extended periods of standing, bending, reaching, kneeling and lifting such as setting up for meetings and events, transporting materials and supplies for presentations and programs.
- May be required to work extended hours, evenings and weekends.

**Equipment and Tools Utilized:**

- Equipment utilized includes personal computer, copier, calculator, fax machine, and department vehicles.

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*Approved By:*

Signed by Marla Roe, CVB Executive Director  
*Marla Roe, Executive Director, Convention and Visitor's Bureau*

10/07/2013  
*Date*

Shannon Allyn, Human Resources Generalist

10/07/2013  
*Date*