



Employer: Fayetteville Advertising and Promotion Commission

Unit: Experience Fayetteville

Title: Sports Sales Manager

Reports to: Vice President of Sales and Marketing

Position Type: Full-time, Exempt

Salary Range: Commensurate with experience

Interested applicants should submit a resume and cover letter to hhernandez@experiencefayetteville.com

Job Summary:

The Advertising and Promotion Commission is the over-arching organization that manages Experience Fayetteville (the Convention and Visitors Bureau for Fayetteville, Arkansas), Fayetteville Town Center, Clinton House Museum, and the historic Walker Stone House.

The Sports Sales Manager is based out of Experience Fayetteville and reports to the Vice President of Sales and Marketing. This position is responsible for recruiting sports organizers to host sporting events in Fayetteville (tournaments, races, events, etc.) and stewarding those organizers upon their arrival. The Sports Sales Manager will promote and market sports facilities, lodging, meeting and dining accommodations within the city of Fayetteville. The Sports Sales Manager is expected to book sports events in Fayetteville facilities contributing to an increase in the HMR tax collected and enhancing the overall image of the city.

Essential Duties and Responsibilities:

- Implement sales strategies to solicit sports event organizers
- Maintain up-to-date records of prospects, sports organizers, hoteliers, and other stakeholders within our sales database
- Maintain up-to-date records of sporting events in Fayetteville for the purposes of calculating economic impact
- Work closely with University of Arkansas athletics to capture attendance data from Razorback events
- Represent Experience Fayetteville to other organizations, including the City of Fayetteville Parks and Recreation Department, University of Arkansas, Arkansas Parks and Tourism, and serve as a liaison for collaborative events
- Build relationships with prospective clients and local sports facilities
- Represent Experience Fayetteville at trade shows and conferences both in and out of state
- Prepare bids and proposals for sports organizers
- Coordinate and conduct site visits with local sports facilities and hotels
- Ensure superior customer service to current and prospective clients
- Collaborate with the marketing team on promotion of sports events and sports facilities
- Work with the marketing team to ensure sports information on the website is up to date.

Minimum Qualifications:

- 3 years sales experience
- Well versed in Microsoft Office applications
- Experience working in a cloud-based CRM software; comfortable working in a shared database

- Ability to be professional, courteous, and friendly with all visitors

Preferred Qualifications:

- 3-5 years sales experience within a convention and visitors bureau or comparable organization
- Bachelor's Degree
- Experience in CVB software; IDSS, Simpleview or Salesforce, preferred

Physical Demands and Mental Competencies:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee must see, talk, and hear. This position requires frequent use of a telephone and computer. Visual acuity to work on a computer screen and view written materials is required for this job. This employee must be able to concentrate for long periods of time. Work environments are an office environment; a frequently crowded, occasionally noisy visitors center; often outdoor and indoor crowded sporting events. Frequent evening and weekend work is expected.

Work Environment:

This position works in a multi setting atmosphere, with outdoor exposure during the workday.

Job Context: Indoor/outdoor.