



Sports Sales & Services Manager (Full-time)

Employer: Gwinnett Sports Commission (GSC)

Reports to: Director of Sports Development

Description:

The sports sales & services manager will be responsible for assisting with the recruitment/sales of sporting events to Gwinnett County. This person will also work with clients to help with the activation of the events themselves. Other tasks include coordinating all social media content for the Gwinnett Sports Commission. The manager should be familiar with the sports industry, adept with technology, organized and customer service oriented.

Essential Functions:

Sales & Administrative

- Promote and sell Gwinnett County as a premier sports destination.
- Engage in sales activities that produce leads. Maintain a consistent sales effort through appropriate communication channels including email, telephone, events, etc.
- Develop strong relationships and partnerships with local sports facilities.
- Coordinate sales leads with local hoteliers and cultivate partnerships within the local hotel community.
- Maintain relationships with the relevant local, state, and national governing bodies.

Event & Project Management

- Provide support and services to event organizers with planning and execution of their events.
- Serve as the liaison between the client and sports venue.
- Coordinate with host hotels to provide on-site activation for events.
- Assist with bid proposals, which details Gwinnett County's ability to host specific events.
- On-site event presence on behalf of the Gwinnett Sports Commission (as needed).

Marketing & Social Media

- Promote the Gwinnett Sports Commission and local sports entities to enhance brand awareness.
- Develop and implement an effective marketing schedule through e-marketing and all social media platforms.
- Attend Gwinnett Sports Commission and relevant community events.

Measuring & Tracking

- Provide director of sports development with updated reports on the status of events.
- Track and measure economic impact numbers, ROI and hotel occupancy related to sports in Gwinnett County.
- Maintain accurate, detailed, and thorough data through the SimpleView system.

Minimum Qualifications

- Bachelor's degree from a four-year college or university required.
- Two to three years' experience in tourism / sports sales strongly preferred.
- Strong interpersonal skills and "customer first" mindset.
- Excellent written and verbal communication.
- Self-motivated with the ability to set and achieve challenging goals; makes decisions proactively.
- Knowledge of MS Office and database management software.
- Must be able to lift 50 lbs.
- Some evening, weekends and travel will be required.

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 to that position. The executive director and director of sports development of the Gwinnett Sports Commission reserve the right to revise this description, as they deem necessary.

Applicants must live in or be willing to relocate to the surrounding Duluth, GA area for this position.

All questions, inquiries, resume submissions, etc. can be forwarded to
Leigh Hooten | Director of Sports Development | lhooten@gwinnettsportscommission.com