

Job Description

Position Title: Sports Marketing Manager

Objective: Promote the Fox Cities as a premier destination for sporting events while assisting tournament directors in planning, growing, and improving tournaments and events held in the Fox Cities

Reports to: Director of Sports Marketing

Classification: Salaried Exempt; 1 FTE

Duties & Responsibilities:

- Understand the mission of the Fox Cities Convention & Visitors Bureau (CVB), and contribute to its overall success.
- Manage all aspects of accounts for 120+ annual local sporting events.
- Contact sporting event planners annually to strategize ways to improve and grow events.
- Offer CVB services, such as lodging and visitor information assistance, to all events.
- Develop new CVB service offerings to help planners better administer their events.
- Deliver all promised services in a timely, accurate, and friendly manner.
- Manage the lodging arrangements for all sporting events including: requesting rates and availability, creating maps and lists, tracking pickups, managing the rebate process, and if necessary, administer the housing process.
- Develop and maintain a working knowledge of sports facilities, attractions, hotels and services.
- Build relationships with key local and statewide sports, lodging, and business partners.
- Research sports organizations and secure information on site selection criteria and the decision-making process.
- Create supplemental material for event bids and assist in the bid process.
- Use the CVB's sales database to maintain records of sales calls, prospects and booked events, and to trigger appropriate sales activity.
- Work in a cohesive way with other CVB personnel to ensure unified and effective sales and marketing efforts.
- Complete and submit monthly reports on a timely basis.
- Meet or exceed agreed-upon objectives.
- Perform other duties as assigned.

Skills:

- Proactive, self-starter who is passionate about the sporting industry.
- Excellent verbal and written communicator who thrives in one-on-one or group settings.
- Strong organizational skills and the ability to multi-task in a fast-paced setting.
- Ability to work independently with little to no supervision.
- Proficiency in Microsoft Word and Excel is required, as well as a willingness to learn other software programs.

Employment Requirements:

- Baccalaureate degree required. A major, minor, or emphasis in sports studies preferred.
- Experience working at sports events and/or in the hospitality industry is preferred.
- Availability to work as needed, including evenings and weekends.
- Willingness to travel occasionally.
- Valid driver's license.
- Ability to lift a minimum of 30 pounds.
- Enthusiasm for sports, marketing, and the Fox Cities.

**The Fox Cities Convention & Visitors Bureau strengthens the local economy
by investing in and promoting our community.**