



Senior National Sports Manager

Company Mission:

Visit Baltimore is a 501(c)(6) nonprofit that generates economic benefits for the region by marketing Baltimore as an engaging cultural destination for visitors, an ideal destination for meetings and conventions, and as an advocate for the local tourism community.

Company Values:

Our day-to-day behaviors are the foundation of our workplace culture. Because of this, all our actions must come from a place of respect for ourselves, our colleagues, our customers, our community, and our stakeholders. Grounded in a foundation of respect, we embrace the following values as the principal pillars of our culture:

- Practice Mindfulness
- Empower Collaboration
- Exemplify Adaptability
- Celebrate Diversity

Summary:

As a member of the Sales team, the Senior National Sports Manager will assist in the procurement of sports meetings, events and convention business for the City of Baltimore. Works individually to cultivate new business and with the Visit Baltimore team and stakeholder groups such as the Maryland Sports team to optimize existing accounts and correlating business. The incumbent will be responsible and accountable for meeting and/or exceeding annual sales room night goals, core work criteria as well as sales initiatives as defined in the action plans and the annual sales and marketing plan. Initiate and maintain relationships with counterpart sales staff of all member hotel properties, the Baltimore Convention Center, and the Maryland Sports team and keep updated on city information, which may enhance and educate potential client's decision to book their business in Baltimore. Direct all regional sales activity focused on assigned market within designated region and sports market; focus sales efforts on generating new meetings, convention center related business opportunities and sports opportunities for Baltimore and managing all aspects of the sales process including closing business. Work collaboratively with the sales and customer experience team, reporting to the Senior Director of Sales & Special Events.

Essential Duties and Responsibilities:

- Responsible for meeting or exceeding annual room night, event and lead goals
- Handles solicitation of all assigned sales accounts within geographic territory, sports market and new business development accounts. Completes all core sales functions including solicitation of new business, distributing sales leads and closing business for hotels and/ or

convention center related business. Acts as a liaison between partner properties and the client.

- Develops action plans which are target specific, thorough, and quantifiable.
- Conducts and manages all client requested site inspections, FAM Trips and direct sales initiatives.
- Maintains and updates all assigned accounts and new account information including profiles and lead generation information in accordance with our sales guidelines utilizing our CRM tool, Simpleview.
- Establishes and maintains excellent relationships with organizations in the community, our partners, as well as other city stakeholders to increase Baltimore's share in convention sales. Works collaboratively with the internal team at Visit Baltimore, as well as with the community to ensure a great customer and attendee experience.
- Responsible for attending industry trade shows, both local and out of town, and representing Baltimore in any sales related community functions and networking opportunities.
- For meetings containing 149 rooms on-peak night and below, manager to book and service groups.
- As part of the customer experience platform, offers and provides clients with pre-convention promotional materials (pamphlets, stickers, photos, videos, and information kits) to encourage attendance at the meeting/convention. Offers and provides meeting planners with on-site material so that attendees have concise information during their stay in Baltimore.
- Works with the Business Intelligence team to collect all group actualized numbers to include final attendance and pick up from individual hotels for groups of 149 or below.
- Complies with Company policies and procedures.
- Any other duties as assigned by Senior Director of Sales and Special Events.

Qualification Requirements:

- Preferred associate's degree or higher, with 5+ years' experience in the hospitality industry with emphasis on convention sales or services. Hotel or DMO experience strongly preferred.
- Experience with the formal bid process, proven sales skills as they relate to sourcing new business, qualifying customers, lead development and follow-up, sales presentations, and networking skills.
- Familiarity with the meetings industry and experience using assessments, rate negotiations, rebates, and other negotiation tools.
- Superior customer service skills with the ability to communicate effectively at all levels.
- Excellent organizational, presentation and written and verbal communications skills.
- Must be highly motivated and detail oriented.
- Able to cultivate positive and effective working relationships with team members, stakeholders, and partners.
- Computer proficiency with Microsoft Office Suite.
- A willingness to work irregular hours and travel out of town to trade shows, meetings, etc. required.
- Dependability and professionalism are a must.

Interested candidates should apply via this link:

<https://recruiting.paylocity.com/recruiting/jobs/All/0677a70a-e56e-48a0-8c4e-9458d21dea2e/Visit-Baltimore>

If you have trouble with the application link, please email resumes@baltimore.org.