



POSITION: Sports Tourism Manager

ORGANIZATION BACKGROUND:

As a destination marketing and management organization (DMMO), Visit Billings is charged with growing visitation at Montana's Trailhead. Strategies include tourism marketing and sales while supporting programs and projects that will help better position Billings as a competitive choice for travelers. Visit Billings is the leading brand comprised of the Billings Tourism Business Improvement District (BTBID) and the Billings Convention and Visitors Bureau (BCVB) and is managed by the Billings Chamber of Commerce. The mission is to generate room nights for lodging facilities in the city of Billings by effectively marketing the region as a preferred travel destination.

POSITION SUMMARY:

This individual will join the Visit Billings team and spearhead the ongoing recruitment and solicitation of sports related conventions, tournaments, and events to the Billings area. This individual will foster a foundation of sports tourism for the destination by supporting businesses, event coordinators, tournament directors, local and state sports associations, rights holders, and National Governing Bodies in the athletic field. This individual will sell Billings to the sports and events marketplace for the purpose of growing existing and recruiting new athletic events to the destination for general economic development and to increase awareness of Billings as a sports tourism destination. This person will take the sports market to the next level for the organization. The annual salary will be based on experience. Relocation expenses will be considered for the right candidate.

DUTIES AND RESPONSIBILITIES:

- Assist in the creation and implementation of effective annual strategies, marketing, and sales plans for sports events that will meet the mission to generate room nights in Billings for lodging partners
- Plan and administer that portion of the DMMO's budget devoted to sports tourism
- Oversee sports development, sales, recruitment, opportunities, and marketing activities including:
 - Seek opportunities to identify, qualify, attract, and manage sports events suitable for Billings, Montana's Trailhead
 - Prospect for new business through the internet, telephone contacts, trade publications and industry organizations and events in existing and new markets
 - Prepare successful bid proposals for select events, tournaments, and championships that align with area venues, stakeholders (hoteliers), and city capacities
 - Develop qualified sales leads to pursue sports business
 - Coordinate and conduct site inspections of the area with event organizers who represent definite potential for sports business
 - Coordinate the efforts of local, state, and regional organizations and associations that pursue sports and events business, including area colleges and universities
 - Establish strong relationships with key officials and decision makers of local, regional, and national sports organizations, leagues, conferences, and associations
 - Attend sports-related tradeshows and appointment-based meetings to promote Montana's Trailhead to the sports market with appropriate follow-up including communications with stakeholders
 - Prepare and deliver effective sales presentations to site selection committees when applicable
 - Work with local and state agencies on sports event permitting or land usage when applicable
 - Develop and administer a sports and events database that includes pertinent information for sports organizations, leagues, teams, and event committees that could potentially bring events to Billings
 - Serve on key committees responsible for bringing sports events and sports-related infrastructure to Billings

- Serve on host and/or steering committees, assist with housing/lodging needs/arrangements, transportation, and servicing logistics in bidding process and/or for booked events
- Create and cultivate a sports committee in partnership with existing sports-focused organizations
- Manage sponsorship requests and fulfillment of collateral when necessary for event execution
- Evaluate and assess estimated economic impact of potential sports events and report actual economic impact of booked events
- Maintain accurate files on accounts for reporting and proof of performance
- Work with other Visit Billings staff to author articles, media releases, and social media posts when necessary
- Works to obtain annual sales goal in guest room/event revenue in the sports markets by creating and maintaining a client base
- Attend monthly board meetings to present status updates
- Work with Visitor Services Manager for servicing needs during sports events execution for highest customer service level possible
- Be active in local sports community as well as regional, state, and national sports-oriented associations
- Help market Billings as a sports destination by working directly with agency of record
- Other duties as assigned by Executive Director

OTHER FUNCTIONS:

- Attend various educational seminars as necessary
- Attend state meetings or conventions to represent Visit Billings, as necessary
- Build relationships with local, regional, and national sports associations

PHYSICAL REQUIREMENTS:

- Must make customer service the highest priority
- Must be able to speak clearly, communicate effectively, courteously, and with a professional manner
- Must be able to stand for extended periods of time
- Must be able to lift and carry objects up to sixty pounds
- Must be courteous, professional, outgoing, and able to respond to changing priorities
- Organizational and computer skills required
- Be a self-starter
- Must be an enthusiastic team player, while fully self-reliant and accountable
- Needs to anticipate work and manage workload well with minimum supervision and instruction
- The position also demands the ability to lead walking or driving tours for site inspections or events
- Must be able to travel

OTHER SKILLS AND REQUIREMENTS:

- Ability to work autonomously
- In-depth knowledge of local and regional resources for sports and events
- In-depth knowledge of Microsoft Office programs including Word, PowerPoint, Excel, and Outlook

EDUCATION/EXPERIENCE:

- Previous experience at a DMO or sports commission strongly preferred
- Bachelor's degree desired in marketing, hospitality, sports events management, or related field
- Minimum of three years sports-related sales or marketing experience
- Event and/or tournament coordination experience preferred

WORK LOCATION:

- Office is housed in the Billings Chamber of Commerce building with teleworking-hybrid opportunities

POSITION SPECIFICATIONS:

Reports to:	Executive Director
Classification/Hours/Duration:	Exempt, regular, full-time
Benefits:	Medical, dental, life, and long-term disability insurance; paid vacation and sick leave, holidays, 401(k)
Required Materials:	Cover letter/resume with professional references recommended
Send to:	Human Resources, PO Box 31177, Billings, MT 59107 Jennifer@billingschamber.com