

Class Title: WSP Sales Manager
Department: Western Sports Park
FLSA: Exempt

Class Code: 7787
Grade: 22
Eff. Date: 6/1/2025

GENERAL PURPOSE

Under general guidance and direction of the Western Sports Park (WSP) Director in the Community and Economic Development Department, performs a variety of duties as a full-time sales producer in the sports markets to bring business revenue and provide economic impact to Davis County.

EXAMPLE OF DUTIES

Plans, assigns and supervises the work of full-time and part-time employees. Responsible for hiring and properly training new employees. Evaluates employee performance; addresses, documents and corrects performance problems in a timely manner.

Develops and implements a comprehensive annual sales and marketing plan, sales strategies and objectives to bring youth sporting events and special events to the Western Sports Park. Assists with establishing annual individual prospecting, lodging, economic impact, and revenue goals. Assists in budget recommendations for marketing, promotions and travel related to marketing. Assists in budget recommendations for revenue projections.

Promotes the Western Sports Park to large group sports tournaments, expos, dog shows, and other group activities. A secondary focus is to sell to local users for mid-week activities that produce revenue for the Western Sports Park (practice time, local games, parties, etc.).

Coordinates with the staff at the Western Sports Park to assure the clients and their participants have their needs met and have an overall enjoyable experience. Helps resolve any concerns or issues that may arise when the client is on site.

Works closely with Discover Davis staff in assisting with marketing the facility to large sports tournaments, leisure activities, and other large events with the focus of bringing in hotel room nights and multi day events.

Establishes a working relationship with Davis County cities in marketing and utilizing available facilities for potential large events, especially in the sports industry.

Attends Lodging Association meetings quarterly to maintain communication and good rapport.

Creates and presents sales reports to multiple layers of County leadership and the Tourism Tax Advisory Board.

Researches and identifies potential sports market events. Establishes and maintains relationships with rights holders to identify prospects, obtain RFPs and book events. Prepares proposals for events and directs event servicing and logistics which may include heading a local organizing committee for larger events.

Plans and attends trade shows and marketplaces to develop sales leads and generate future business. Follows up and nurtures all sales leads generated through different means. Must be proactive in seeking businesses to come to the Western Sports Park and Davis County.

Coordinates with the client and Discover Davis staff for hotel room blocks for events happening at the Western Sports Park.

Develops and implements a comprehensive marketing plan and marketing materials.

Keeps all WSP social media accounts current and active.

Coordinates and arranges site visits and familiarization tours for the sports market.

Provides exceptional customer service to clients and patrons of the Western Sports Park.

May help set up and take down events and light janitorial.

Performs related duties as assigned.

MINIMUM QUALIFICATIONS

1. Education and Experience:

Graduation from an accredited college or university with a Bachelor's Degree in Sales, Marketing, Hospitality, Tourism, or closely related field plus two (2) years of experience in hospitality, tourism sales or operations or a directly related field; an equivalent combination of education and experience may be considered.

Preference for experience in sports tourism or the convention and meetings industry; tourism destination sales or hotel marketing sales.

2. Special Qualifications:

Must furnish personal transportation for on-the-job travel.

Employees driving a personal or a County vehicle for job related travel must possess a valid driver license, maintain the minimum vehicle liability insurance as specified in the Utah Code, and must operate a motor vehicle in a safe manner; new employees with an out-of-state license must obtain a valid Utah Driver License within sixty (60) days of hire date (exceptions for military personnel and their dependents).

3. Necessary Knowledge, Skills and Abilities:

Knowledge of: the tourism industry; sports market; Davis County including attractions, recreation, arts, entertainment, restaurants, hotels, districts and other tourism related assets.

Skill in: Google applications including Gmail, Calendar, Sheets, Docs, and MS Windows including Word, PowerPoint, Excel.

Ability to: hold public presentations; work in a fast-paced environment; be well-organized, self-motivated and proactive; build consensus, achieve goals, and leverage resources; meet deadlines and stay at/under budget; establish and maintain effective working relationships with co-workers, partners, clients, other agencies, stakeholders, media, and the public; communicate effectively (orally and in writing); follow written and oral instructions.

WORKING CONDITIONS

Occasional sitting, operating computer keyboard, and looking at a computer screen for up to 8 hours per day; setting up and tearing down tradeshow booths, equipment, and marketing materials; lifting or otherwise moving objects weighing up to 50 lbs. Must be able to communicate with others via telephone and in person. May require overnight travel, monitoring email and online activity, and work after hours and on weekends.

The above statements are intended to describe the general nature and level of work being performed by persons assigned to this job. They are not intended to be an exhaustive list of all duties, responsibilities and skills required of personnel so classified. ***All requirements are subject to possible modifications to reasonably accommodate individuals with disabilities.***