



Sports Marketing Manager

Visit Lake Norman is a non-profit organization dedicated to positively impacting our local and regional economies through tourism. We are committed to generating economic benefits for our towns of Cornelius, Davidson, and Huntersville by bringing national and regional events to the area and by marketing our destination to the broadest base of potential visitors possible. Visit Lake Norman is the destination marketing leader of the Lake Norman region, representing all communities through the promotion and development of our resources for the maximum economic benefit of our towns, businesses, and residents.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions. This position coordinates and manages all operations, promotions, reports, activities, and event marketing and sales associated with group sales, sporting/athletic events, group tours, and convention/event packages.

Responsibilities include but not limited to:

- Maintains a well-informed, working knowledge of the area attractions, lodging, dining and services available in the area to visitors and acts as a liaison between these entities and the visitor.
- Develop/follow effective sales tools/plans to maintain current accounts, pursue new association business through prospecting, networking events, direct mail, and dissemination of information to visitors/inquires including in-person visits, telephone, and email inquiries through prompt and courteous responses.
- Compiles monthly reports and weekly visitor/sales logs.
- Develops specialized visitor information, creates needed handouts, posters, displays, presentations, advertisement, assists with Lake Norman area marketing, and formats Visitor Center promotional needs.
- Gathers information for yearly, monthly and weekly Calendar of Events.
- Recognizes all group sales opportunities, and utilizes proactive sales skills.
- Maintains a cohesive working relationship with all bureau personnel to ensure a unified and effective promotional effort.

Required Skills:

- Equivalent to a bachelor degree in Business/Marketing, Hospitality & Tourism or related field plus two (2) years sales experience in hotel, Convention and Visitors Bureau (CVB), attraction, or directly related field.
- Excellent written and verbal communication and customer service skills.
- Personal commitment to excellence, professionalism and creativity.
- Advanced knowledge of Microsoft Outlook, Word, Publisher, Power Point and Internet search engines. Familiar with Microsoft Excel. Adobe Illustrator, PageMaker, or Acrobat a plus.
- Ability to work in a fast paced environment and learn quickly.
- Prefer knowledge of the Lake Norman region.

More information is available at www.visitlakenorman.org. Submit your cover letter, and resume to:

Visit Lake Norman
Attention: Sports Marketing Manager
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