

BERMUDA

TOURISM AUTHORITY

The Bermuda Tourism Authority (BTA) is the official destination marketing organization of Bermuda. We are a dynamic, independent and entrepreneurial tourism enterprise dedicated to driving Bermuda's evolution as a world-class tourism destination.

The BTA is looking for a **Sports Sales Manager**.

With responsibilities based in New York and reporting to the Director of Sales & Business Development. The successful candidate will be responsible for selling Bermuda as a destination for sports related events through innovative sales and marketing efforts aligned with the BTA's Sports Business Development Strategy. This role will also work collaboratively with the BTA's Experience Team to ensure client satisfaction and effective project management.

Travel is required, as well as working evenings and weekends, as necessary, to accomplish established goals.

Duties and responsibilities are varied and include:

- Defines critical success factors, monitors CRM data, implements Sports Business Development
- Develops and manages database of sports events and contacts
- Provides input related to pinnacle sports partnership and events
- Manages sports tour operator relationships and business development partnerships
- Establishes and maintains communication with sport's national governing bodies, officials, representatives, and key stakeholders on island
- Acts in advisory capacity to CEO, CSMO and Director of Sales & Business Development
- Develops and manages Sports Business Development budget in collaboration with Director of Sales & Business Development
- Attends sports related conferences, tradeshow, and meetings to promote sports tourism in Bermuda
- Supports the recruitment and intake of committee members to support the facilitation of sports tourism related initiatives and events
- Organizes and leads familiarization trips as approved by Director of Sales & Business Development
- Prepares and delivers key business development presentations and proposals
- Meet or exceed sales incentive goals

The successful candidate must possess:

- University degree is preferred
- Minimum of three+ years' related experience work in the tourism and/or sports tourism market or business development field with familiarization with local hospitality partners, service vendors, and Bermuda attractions
- Ability to create analyze sport business development reports
- Knowledge of key sports trends. National and North American sports commissions, colleges and universities, individuals in the sports business and/or other sports entities is an asset
- Familiarity using various social-media platforms, concepts, strategies and executions
- Strong communication skills, experience with public speaking, presentations, trade shows, conferences, meetings, and other related interactions with diverse groups of people (large groups, small groups, varied educational backgrounds, etc.)
- Strong organizational skills: ability to multi-task and prioritize conflicting deadlines and analyze sports business development reports
- Experience working within a high-volume, deadline-driven organization. Must be able to work under pressure and within defined deadlines
- Demonstrated ability to work with a sense of urgency, openness to new ideas, commitment to inclusion & diversity, integrity, customer focus, and respect
- Experience with using CRM database-management systems; Simpleview familiarity is preferred
- Intermediate to advanced-level proficiency using Microsoft Office products (Word, Excel, PowerPoint, etc.)
- Ability to travel internationally, Valid passport
- Availability to travel up to 50% of time
- Evening and Weekend Availability
- Ability to work remotely as necessary

We invite you to submit your application online via our Employment Opportunities page at

<https://www.gotobermuda.com/bta/employment-opportunities> or send your resume and cover letter to:

Email: employment@bermudatourism.com

Attn: Human Resources

Applications for this position must be received no later than **November 6th, 2021**.