

# Sports Business Development Manager

## Greater Birmingham Convention & Visitors Bureau

### Position Summary

The Sports Business Development Manager is responsible for generating sports-related leads and room night bookings that support the mission of the Greater Birmingham Convention and Visitors Bureau. This position actively sells and promotes Greater Birmingham and Jefferson County as a premier destination for sporting events of all types, driving economic impact through strategic sales initiatives and client relationships.

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### Key Responsibilities

- Research and identify sports events and sports-related conventions that generate overnight visitation to Birmingham/Jefferson County.
- Proactively solicit and secure sports events for Birmingham/Jefferson County hotels and facilities.
- Develop and execute strategic sales plans targeting sports-specific vertical markets, regions, and territories.
- Conduct sales calls and prospect outreach to generate new business opportunities.
- Analyze event requirements and assess the destination's capacity to host events successfully.
- Generate qualified leads for area hotels and event facilities and close business across all sports tourism segments.
- Prepare and submit competitive bid proposals that clearly outline Birmingham and Jefferson County's ability to host targeted events.
- Coordinate and host site visits, including scheduling, hotel room rates, and venue space availability with event planners and hospitality partners.
- Serve as the primary sales liaison between event planners and the Birmingham/Jefferson County tourism and hospitality community.
- Develop, manage, and maintain a comprehensive customer relationship management (CRM) database.
- Represent and promote Birmingham and Jefferson County at industry trade shows, conferences, and bid presentations.

- Lead and host sales blitzes and familiarization (FAM) tours.
- Meet and exceed sales goals and performance metrics

## Qualifications & Requirements

- **Experience\*\*** 3–5 years of experience in sports tourism, destination marketing, or related tourism industry sales. Strong background in travel and tourism sales, with demonstrated sales experience, including measurable results. Working knowledge of Greater Birmingham as an event destination and understanding of sports tourism industry trends.
  - **Communication & Interpersonal Skills\*\*** Excellent written and verbal communication skills. Strong organization skills, accountability, and a results-driven mindset. Initiative and self-motivation with strategic thinking and a customer-focused approach.
  - **Education\*\*** Bachelor’s degree in a sports capacity, business, hospitality management, or related field highly preferred.
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