

Chief Sales Manager (Will Rogers Memorial Center)
Senior Sales and Events Manager
Public Events Department
Salary: \$76,847 - \$99,901
Full- Time
Position Number: 00000914

The Public Events Department operates the Fort Worth Convention Center (FWCC) located in vibrant downtown Fort Worth, the Will Rogers Memorial Center (WRMC) located in the heart of the Cultural District, the Office of Outdoor Events, the Fort Worth Sports Authority (which owns Texas Motor Speedway) and funds Visit Fort Worth through a contractual agreement. The department's mission is, "Through entrepreneurial management of 'Best in Class' venues, and in collaboration with our community partners, our customer-focused team provides clients and guests with memorable Fort Worth hospitality that contributes to prosperity in our community."

The Public Events Department is seeking to hire a qualified individual to fill the position of **Chief Sales Manager (Director of Sales) at the Will Rogers Memorial Center**. This position will report to the General Manager (Assistant Public Events Director) of the complex and will be an active member of the Executive Team. Directing a staff of three, this position will manage and direct the Sales activities of one of the premier Equestrian Centers in the nation. The position is expected to collaborate with Executive and Senior staff, outside agencies, customers, and other city departments.

The department is looking for an experienced, revenue-focused leader to manage, supervise and coordinate all Sales activities with event decision-makers, Visit Fort Worth and public/private partners, while promoting Will Rogers Memorial Center to gain and maintain profitability and develop short and long-term sales strategies. They will have experience supervising and directing a sales team, setting and evaluating performance standards, managing divisional budgets, goals, objectives and revenue forecasting. The Chief Sales Manager reviews each event proposal, ensures contract documentation and manages the annual event calendar and equestrian based activities. This leader also manages the effort to collect and maintain current and historical statistical data to support the decision-making process.

The ideal candidate will be an exceptional communicator and collaborator who understands the equestrian community and can build a high level of trust and effective relationships.

Minimum Qualifications:

Bachelor's degree from an accredited college or university with major course work in Business Administration, Business Management, Marketing, Public Relations, Hotel Management or a related field and six years of increasing responsible experience in administrative and/or management work involving promotions, sales and advertisement of events and/or public facilities including two years of administrative and supervisory responsibility.

Possession of, or ability to obtain, an appropriate, valid Texas driver's license.

Knowledge of:

- Managing a team of sales professionals
- Operational characteristics, services and activities of a public events facility
- Equestrian industry and participating associations
- Public events best practices
- Event management database software, preferably Ungerboeck
- Methods, techniques, procedures and practices of marketing, advertising and promotions
- Policies and requirements of food and beverage operations.
- Facilities and services provided by the City of Fort Worth and Visit Fort Worth
- Travel industry and its components, to include local visitor attractions
- Supervisory and managerial procedures

Preferred Qualifications:

- Broad knowledge of the different types of equestrian events and breed knowledge
- Knowledge of venue management, sales and marketing strategies and tactics
- Knowledge of stakeholder organizations in the Fort Worth market
- Knowledge and skill in Ungerboeck Event Business Management Software