



Soccer Sales Manager – Dallas, Texas

Job Description

Location: Dallas, TX
Job Title: Soccer Sales Manager

Date: 3/28/12 (Update)

Summary of Role

Anthony Travel currently has an opening for a Soccer Sales Manager position to oversee Soccer Sales by acquiring and generating new business and tournaments for ATI. This position will be primarily responsible for supporting both the Disney Senior Sales Managers and Anthony Travel Event Managers in selling and servicing the Disney Created Soccer Line of Business and other select third party events. Sell and service key clients and guests, handle event inquiries via phone and email, input and fulfillment of theme park orders, database management, weekly pacing, outbound cold and warm lead calls, and assist with sales team travel. A strong, focused effort is required to express value and sell teams into Disney Created Soccer tournaments. This position will be responsible for driving incremental event registrations from out of state markets and selling Disney Theme Park Tickets, on-site Disney Resorts, and other Disney Products and Services through designated travel provider Anthony Travel.

- *Sales* – On an annual basis assist in creating and developing new business by enhancing event specific sales plans which highlight a goal through strategy and tactics.
- *Goals* – Meet measurable and achievable athlete, theme park, on-site room night and revenue goals.
- *Strategy* – Assist in development of and identification of peak sales windows and booking windows per event.
- *Tactics* – Clearly define avenues to attract incremental teams to attend a Disney Created Soccer tournament. Selling tournaments to guests that are 300-500 days out.
- *Travel* – Represent Disney Created Soccer Sales team and Anthony Travel at various trade shows and other specifically identified functions/events.
- *Synergy* – Maintain key role in synergizing Anthony Travel and Disney Created Soccer Sales team direction.
- *Marketing* - Assist Disney Senior Sales Managers and Anthony Travel Event Manager in developing and executing annual marketing plans.
- *Disney Marketing Mix* – Attend and actively participate in standard meetings that are focused around distribution channels, product, messaging and calls to action to our guests that delivers value added results.
- *Website Support* – Generate new ideas and help ensure Disney and Anthony Travel website accuracy. Provide updates and new efficiencies.
- *Advertising* – Assist in development of new marketing campaigns, ads, client proposals
- *Financial* – Ensure goals highlighted in sales and marketing plans are met and exceeded for Disney and Anthony Travel.
- *Direct* – Revenue Streams (team registrations, ESPN Wide World of Sports gate, room rebates, theme park tickets, sponsorships, etc.) and “manageable” expenses.

Representative Duties

Responsibilities include but are not limited to:

- Monitor and manage www.disneysports.com/soccer and www.anthonyttravel.com to ensure accuracy and synergy.
- Generate sales leads by making outbound sales calls to coaches, managers, teams or key decision makers.



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- Develop and maintain continuing client relationships with elite soccer clubs throughout the nation.
- Partner with Disney Senior Sales Manager and Anthony Travel Event Manager on event sales planning and execution.
- Manage all inbound email box messages and phone call messages from Disney Sports
- Participate in the overall event business strategy.
- Partner and streamline Disney and Anthony Travel communication on a team by team basis.
- Assist sales team with quotes and bookings.
- Monitor all soccer industry trends and best practices.
- Partner with registration department on all team information – working in Got Soccer, ATS and necessary Anthony Travel software (Blackbird/SABR systems).
- Manage sales and event reporting for Disney, Sr. Director of Soccer Events and Anthony Travel.
- Provide on-site staff support for events as appropriate.

Knowledge, Skills and Abilities Required

Key Characteristics

Key characteristics that a qualified applicant must possess include strong organizational, communication and customer service skills. Applicants must have strong computer skills, including knowledge of Microsoft Office. Applicants must also have an impeccable attention to detail and the ability to work with a team toward common goals. Applicants must possess the ability to manage multiple tasks and projects simultaneously.

Relevant Work Experience and Requirements

This person should be sports-oriented and have extensive experience and knowledge in the soccer industry – knowledge of local, state and national soccer associations and network of soccer industry leaders. This person should demonstrate sports or event experience with a product and sales background in soccer. It is necessary to be flexible with work and travel schedule since the position will demand a moderate amount of travel, including some travel over weekends and holidays during events. Demonstration of computer proficiency within a Windows environment and other sophisticated computer programs is also necessary. The ability to implement effective sales and servicing plan is required. A Bachelor's degree or equivalent is preferred as well as a minimum of five years' experience within the soccer industry.

The above description reflects the general details considered necessary to describe the principal functions of the job identified for the purpose of job evaluation. It should not be construed as a detailed description of all work requirements that may be inherent in the job nor shall it be construed as giving exclusive title to every function described.

How to Apply

To apply, please fill out the [Application Survey](#) and submit your resume and salary requirements to Employment@AnthonyTravel.com, Subject Line: (Subject Line: Soccer Sales Manager).