



SPECTRA

Job Title: Sales Manager
Entity: Spectra
Location: Fair Park (Dallas, TX)
Reports to: Senior Sales Manager
Status: Full-Time; Salaried

[Apply for this job here.](#)

Overview

The **Sales Manager** will ensure the sales team at the facility meets all individual and departmental sales goals. This position is responsible for the overall tasks related to Sales for the facility and will also lead all sales personnel in establishing goals, procedures and daily duties.

Located just two miles east of Downtown Dallas, **Fair Park** is the largest historical landmark in Texas and boasts one of the nation's largest collections of 1930s art and architecture. The 277-acre campus is home to the State Fair of Texas, museums, Cotton Bowl Stadium, an outdoor amphitheater, Music Hall at Fair Park (Broadway shows, ballet, opera), and over one thousand events each year.

You can learn more about our venue here: <https://fairpark.org/index.php/en/>

Responsibilities

- Manage and participate in the development and implementation of goals, objectives, policies, and priorities of all Sales programs and activities
- Assume management responsibility for all services and activities of the Sales Department within the facility including sales tools and materials, proposals, sales calls and contracts
- Select, train, motivate and evaluate all sales personnel; provide or coordinate staff training; work with employees to correct deficiencies; implement discipline and termination procedures
- Plan, direct, coordinate, and review the work plan for providing marketing, booking and sales services
- Participate in the development and administration of the annual budget; forecast of additional funds needed for staffing, equipment, materials, and supplies; direct the monitoring of and approve expenditures; direct and implement adjustments as necessary
- Prepare written proposals; reevaluate potential business value of various events and clients; initiate contractual arrangements
- Conduct tours of facility for potential licensees; answer questions and provide information regarding facility capabilities
- Meets with General Manager on a regular basis to discuss all matters pertaining to sales operations
- Travel to regional areas throughout the year in search of new business
- Budget and work within operating budget
- Responsible for all revenue generation
- Perform other duties and responsibilities as assigned

Qualifications

- Minimum of five (5) years of increasingly responsible sales experience for an arena, convention center, sports franchise, hotel or other similar public assembly or hospitality facility, including supervisory responsibility
- Bachelor's degree or better from an accredited college or university with major course works in Marketing, Business Administration, or a related field

- Ability to work event nights, weekends and holidays as required
- Has a strong track record of building relationships and generating new business
- Excellent organizational skills, leadership skills, customer service skills
- Enthusiastic and positive thinker
- Strong PC and data processing skills; working knowledge of MS Word, Excel, as well as database management software

Spectra, an industry leader in sports, entertainment and venue management, is dedicated to recruiting and developing individuals with the skills, experience, desire, and values to contribute to the continued growth and success of our organization. Together, with our 250+ sports & entertainment venue partners, we transform events into experiences! These experiences create excitement, turn heads, and make memories. Come Join Us! You can learn more about Spectra at www.spectraexperiences.com/

Spectra is an equal opportunity employer and our employment decisions are made without regard to race, color, religion, age, sex, sexual orientation, gender identity, national origin, disability, handicap, marital status, or any other status or condition protected by Federal and/or State laws, except where bona fide occupational qualifications apply