



POSITION NAME: Sales Representative, The Genesis Invitational

STATUS: Full-Time – Nonexempt (paid vacation, benefits)

LOCATION: Los Angeles, CA (Hybrid)

PAY SCALE: \$45,000 - \$60,000 base pay plus commission

ORGANIZATION:

For over 20 years, TGR Live has exclusively organized and managed fundraising events supporting the TGR Foundation. It focuses solely on creating amazing experiences for the foundation's clients at world-class events. TGR Live provides a variety of services including hospitality management, public relations and marketing, tournament operations, and sponsor sales at PGA TOUR and signature events which benefit the foundation. For more information, visit TGRLive.com.

JOB DESCRIPTION:

As an integral part of the TGR Live team, the Sales Representative will report to the General Manager, The Genesis Invitational and is responsible for generating revenue for the historic PGA TOUR tournament annually held at The Riviera Country Club in February. This position requires a self-starter that is organized and consistently focused on sourcing and closing new and renewal sponsorship opportunities. In addition to The Genesis Invitational, the sales coordinator also supports sales efforts for all TGR Live events including Tiger Jam presented by DraftKings, Tiger Woods Invitational presented by USLI, Nexus Cup, TGR JR Invitational presented by Taylormade, and the Hero World Challenge.

JOB DUTIES AND RESPONSIBILITIES:

- Solicit local marketplace with outbound corporate sales opportunities including private and shared hospitality, pro-am, brand sponsorships, and premium ticket packages at The Genesis Invitational to achieve assigned revenue goals
- Develop a robust client and prospect pipeline to generate leads for sales efforts
- Develop relationships with clients to establish strong rapport and ability to grow client support of the tournament
- Create pitch/presentation proposals for hospitality, sponsorship, and ticket package options to prospective sponsors Manage day-to-day sales activity and provide updates on leads, sales and other pertinent information relating to sales through a weekly hospitality sales report and daily CRM (i.e., Salesforce)
- Review the status of sales with respect to budget; provide current reports and recommendations to meet established sales goals and objectives
- Manage CRM tools including data and deal entry, contract generation and execution, invoicing and accounts receivable collection. Post-event follow through (i.e., thank you letters and feedback, performance reviews, and event recaps and renewals)
- Support TGR Live in cultivating the Southern California market for other TGR Live events
- Support the corporate partnerships team during tournament week with hospitality suite management and sponsor engagement
- Attend local events to network and strengthen tournament relationships in the market
- All other duties as assigned



POSITION QUALIFICATIONS:

- The ideal candidate will have two to four years working in outbound hospitality and ticket sales, and/or corporate sponsorship sales with a proven track record of sourcing and closing deals
- A four-year college degree in business, sports management, hospitality, or related field
- Experience using Salesforce, and/or other CRM tools for sales process management is preferred
- Detail-oriented, responsible, and dependable self-starter
- Interpersonal skills conducive to working collaboratively with various internal and external stakeholders
- Self-motivated with the ability to multi-task and meet deadlines
- Support TGR Foundation mission, vision, and core values

TO APPLY:

Submit resume and cover letter as a single PDF file to Teamwork Online

***Failure to follow these instructions may cause your application to be dismissed**

No phone calls please. Local candidates only. Not eligible for relocation.

TGR Live is proud to be an Equal Opportunity Employer.

This position description is illustrative of duties typically performed by this role. It is not intended to be an exhaustive listing of each responsibility. Because position content may change from time to time, TGR Live reserves the right to add and/or revise responsibilities from this position at any time.