



Where history meets

history in the making.

**HOURS:** Monday – Friday, 8 a.m. – 5 p.m. Some evening and weekend work is required.

**TRAVEL:** Some travel is required.

**DEPARTMENT:** Sales

**REPORTS TO:** Director of Sales & Sports Commission

**STATUS:** Full Time/Exempt At Will

## Sports Development Manager

### NATURE OF WORK:

Focus on the development and implementation of the Fayetteville/Cumberland County Sports Commission by administering the confirmed sports, tournaments, and events. This position works in conjunction with the Sports Sales Manager. Work is performed with a high degree of independence and under the supervision of the Director of Sales & Sports Commission. Performance is evaluated through a review of accomplishments and the attainment of objectives.

### EXAMPLES OF DUTIES:

1. Responsible for developing and implementing financial sponsorships, fundraising, and grants to sustain the Fayetteville/Cumberland County Sports Commission.
2. Cultivate a strong relationship with the Fayetteville/Cumberland County Parks and Recreation and other venues and sporting facilities throughout Cumberland County.
3. Responsible for the administration of the Fayetteville/Cumberland County Sports Commission meetings, as well as liaising with the Advisory Board of the Fayetteville/Cumberland County Sports Commission.
4. Develop working relationships with local youth and adult sports groups to coordinate events that take place in Cumberland County.
5. Assist with all event and tournament planning and works closely with the event rights holders and local government, facilities, parks, and other entities to ensure a successful tournament or event.
6. Plan and coordinate hotel, facility, and County-wide tours for the Fayetteville/Cumberland County Sports Commission and Rights Holders to attract groups to host their events in Cumberland County.
7. Participates in tasks, activities, sporting events, and tournaments that contribute to the development of new business.
8. Interacts and builds working relationships with all prominent sports personalities, stakeholders, and rights holders in Cumberland County.
9. Provide input for developing the Sports market for inclusion in the Strategic Plan.

10. Record appropriate information, such as contact information, event information, activity information, etc., in the CRM database. Maintain accurate booking records and pertinent sporting events and materials.
11. Handle concerns and suggestions from clients expeditiously to promote excellent customer service.
13. Perform other related duties as required or assigned.

#### **KNOWLEDGE, SKILLS, AND ABILITIES:**

1. Thorough knowledge of sales practices and promotion, including a working knowledge of contracts, bid procedures, and financial and grant requirements.
2. Maintain working knowledge of the Sports market.
3. Ability to create professional presentations that communicate clearly, effectively, and concisely.
4. Ability to create and promote strategies designed to increase business for lodging partners and facilities in the Fayetteville/Cumberland County area.
5. Ability to plan, organize, prioritize, and complete work routine in accordance with time management methodology.
6. Ability to speak in public settings and in front of stakeholders, Board members, event holders, facilitators, etc.
7. Ability to operate within a work environment which promotes clear and open communication.
8. Ability to analyze problems and recommend practical solutions to operate effectively with minimal supervision and to exercise sound judgment and discretion in performing duties.

#### **MINIMUM EDUCATION AND EXPERIENCE REQUIREMENTS:**

1. Bachelor's degree from an accredited college or university or three years of equivalent experience in the sporting events industry.
2. DMO experience preferred, with a working knowledge of the Sports market.
3. Working knowledge of sales platforms such as Simpleview and Microsoft Office suite is preferred.
4. Public speaking and presentation skills required.
5. Grant writing skills are a plus.
6. Experience working with government agencies preferred.
7. Ability to communicate and work as a team with team members, partners, venues, and volunteers. Ask questions, be present during discussions and meetings, and communicate needs appropriately.
8. Considerable communication judgment skills and initiative are required.
9. Ability to learn and maintain knowledge of Distinctly Fayetteville's organizational policies and goals that apply to the Sales Manager's area of responsibility.
10. Ability to plan, organize, and effectively present ideas and concepts to groups and to communicate effectively and professionally orally and in writing.
11. Ability to exercise sound judgment and discretion in performing job duties and represent the Distinctly Fayetteville in a positive, enthusiastic, and professional manner.