



HUMAN RESOURCES DEPARTMENT

## POSITION DESCRIPTION

**TITLE:** Director of Sports & Events      **LAST UPDATED:** 08/29/16  
**DEPARTMENT:** Convention and Visitors Bureau      **JOB CLASS:** 154  
**REPORTS TO:** Executive Director of the Convention and Visitor's Bureau      **FLSA DESIGNATION:** Exempt

---

**Summary:** Under direct supervision of the Convention and Visitor's Bureau Executive Director the Director of Sports & Events works to promote Frisco as a premier year-round travel destination in order to increase economic impact into the City of Frisco. Oversees the sales activities of the sports market, sports sales manager, and the sports convention services staff. Supervises assigned staff.

*The intent of this position description is to provide a representative summary of the major duties and responsibilities performed by incumbent(s) in this position. Incumbent(s) may not be required to perform all duties in this description and incumbent(s) may be required to perform position-related tasks other than those specifically listed in this description.*

### **Essential Job Functions:**

- Collaborates with Executive Director and CVB staff to develop, plan, coordinate and implement sports sales programs and events that showcase Frisco as a first class tournament and event destination.
- Supervises, develops, mentors and manages strategies for direct sales efforts of sales team, targeting the sports market, including the sports meeting market, with an emphasis on high profile events.
- Works with existing clients and events to have the tools necessary to execute a successful events which includes marketing, communications to stakeholders and citywide presence.
- Provides training to sales staff on sales techniques in order to find new tournaments, create events around existing tournaments, and assists sales team in areas such as presentation and selling skills
- Works closely with sports and events services staff to establish high levels of customer service.
- Ensures that sales staff is strategically progressing and sustaining measures of accountability via goals, sites, etc.
- Travels to facilitate and participate in industry trade shows, educational seminars and sales calls.
- Generates sales leads for hotel partners in an assigned market segment.
- Tracks and reports activity and lead conversion and reports information to partners.
- Cultivates collaborative and positive relationships with industry partners.
- Maintains awareness of competing cities and trends in the industry.
- Assists with the creation of the Marketing Plan and budget each fiscal year; responsible for researching and fully developing the sports market segment.
- Creates month end sales reports, Sales Goal report, Summary of Projected Economic Impact, and PACE report; develops proposals/agreements and bid packets.
- Develops and conducts personal marketing and promotional visits to potential clients and makes presentations to groups in securing corporate sponsorships.
- Develops, administers, monitors and coordinates budgets for assigned industry events, trips, tours and CVB events.
- Evaluates and counsels subordinates regarding discipline and other problems. Completes performance evaluations on subordinate employees.

**Other Important Duties:**

- Creates and implements reports, business correspondence, meeting specification needs and bid proposals.
- Often required to attend City events on evenings and weekends.
- Participates in various industry organization and activities to maintain positive relationships and awareness of the City of Frisco and the CVB.
- Travels to attend trade shows, meetings, conferences, sales missions, special events and training.
- Assists with special projects as assigned by the Director of the Convention and Visitors Bureau.
- Performs other related duties as assigned.
- Regular and consistent attendance for the assigned work hours is essential.
- May be required to work extended hours, evenings and weekends.

**Required Knowledge and Skills:**

- Knowledge of contracts with sports events and tournaments.
- Knowledge of City management policies and procedures.
- Skill in professional public relations, media and customer service practices and procedures.
- Skill in organizing work flow and managing multiple projects.
- Skill in informational and entertaining presentation techniques for a wide variety of audiences.
- Skill in establishing and maintaining effective working relationships with outside agencies and the public including the public and private organizations and corporations.
- Ability to oversee, organize and review the work of subordinate employees.
- Ability to develop creative, innovative marketing programs and ideas.
- Ability to analyze and interpret general business periodicals and professional journals.
- Ability to identify, analyze and resolve problems in a timely manner.
- Ability to communicate and work cooperatively and effectively with team members
- Ability to demonstrate attention to detail and avoid mistakes.
- Ability to manage assignments with limited direction and supervision
- Ability to manage multiple projects, assignments and tasks.
- Proficient oral and written communication and public speaking.
- Proficiency in the use of computers and related equipment, hardware and software applicable to area of assignment, specifically Microsoft Word, Power Point, Front Page, Access and Excel.
- Proficiency in sales and marketing skills.
- Proficiency of methods and procedures used in the solicitation of conventions and meetings, as well as advanced sales techniques

**Preferred Education, Experience, and Certifications:**

- Bachelor's Degree in Marketing, Business Management, Sports Management or related field plus five (5) years of progressive leadership experience as Director of Sales in hotels or a CVB **or** equivalent combination of education and experience.
- Must pass pre-employment drug screen, criminal background, and motor vehicle record check.
- Must possess valid State of Texas Drivers License.

**Environmental Factors and Conditions/Physical Requirements:**

- Work is performed in an office setting, off site and at special events.

**Physical Demands**

This work typically requires the following physical activities to be performed. A complete description of the activities below is available upon request from Human Resources.

(X = Required to perform essential job functions)

Physical Activities		Physical Activities	
Balancing – maintain equilibrium to prevent falling while walking, standing, or crouching.		Pushing – use upper extremities to press against objects with force, or thrust forward, downward, outward.	
Climbing – ascending, descending ladders, stairs, ramps, requires body agility.		Reaching – extending hands or arms in any direction.	X
Crawling – moving about on hands, knees, or hands, feet.		Repetitive Motion – substantial movements of wrists, hands, fingers.	X
Crouching – bending body forward by bending leg, spine.	X	Speaking – expressing ideas with spoken word, convey detailed, important instructions accurately, concisely.	X
Feeling – perceiving attributes of objects by touch with skin, fingertips.		Standing – for sustained periods of time.	
Fingering – picking, pinching, typing, working with fingers rather than hand.	X	Stooping – bending body downward, forward at waist, with full motion of lower extremities and back.	X
Grasping – applying pressure to object with fingers, palm.		Talking 1- expressing ideas by spoken word	X
Handling – picking, holding, or working with whole hand.	X	Talking 2 – shouting to be heard above ambient noise.	
Hearing 1 – perceiving sounds at normal speaking levels, receive information.	X	Visual Acuity 1 - prepare, analyze data, transcribing, computer terminal, extensive reading.	X
Hearing 2 – receive detailed information, make discrimination in sound.		Visual Acuity 2 - color, depth perception, field of vision.	
Kneeling – bending legs at knee to come to rest at knees.	X	Visual Acuity 3 - determine accuracy, neatness, observe facilities/structures.	
Lifting – raising objects from lower to higher position, moving objects side to side, using upper extremities, back.	X	Visual Acuity 4 - operate motor vehicles/heavy equipment.	
Mental Acuity – ability to make rational decisions through sound logic, deductive reasoning.	X	Visual Acuity 5 -close acuity for inspection of small defects, machines, use measurement devices, or fabricate parts.	
Pulling - use upper extremities to exert force, haul or tug.		Walking - on foot to accomplish tasks, long distances, or site to site.	X

**Work Environment**

Work performed is primarily:

(X = Primary type of work performed)

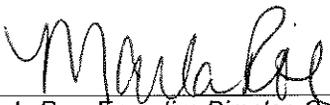
<i>Sedentary work:</i> Exerting up to 10 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body.	
<i>Light work:</i> Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force to move objects.	X
<i>Medium work:</i> Exerting up to 50 pounds of force occasionally,	

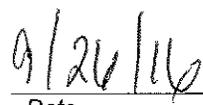
and/or up to 30 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects.	
<i>Heavy work</i> : Exerting up to 100 pounds of force occasionally, and/or up to 50 pounds of force frequently, and/or up to 20 pounds of force constantly to move objects	
<i>Very heavy work</i> : Exerting in excess of 100 pounds of force occasionally and/or in excess of 50 pounds of force frequently, and/or in excess of 20 pounds of force constantly to move objects.	

**Equipment and Tools Utilized:**

Equipment utilized includes personal computer, copier, calculator, fax machine, and department vehicles.

Approved By:

  
 \_\_\_\_\_  
 Marta Roe, Executive Director, Convention and Visitor's Bureau

  
 \_\_\_\_\_  
 Date

  
 \_\_\_\_\_  
 Shannon Allyn, Human Resources Generalist

09/22/2016  
 \_\_\_\_\_  
 Date