

CODE: 2407
FLSA: E
GRADE: 13

CITY OF FOLEY, ALABAMA
JOB DESCRIPTION, SEPTEMBER 2013

JOB TITLE: SPORTS AND EVENTS SALES MANAGER
DEPARTMENT: RECREATION

GENERAL STATEMENT OF JOB

Under limited supervision, the employee is responsible for the administration and development of Sports Tourism for the City of Foley. The incumbent will assist the Recreation Director, through the Recreation Department's resources, in soliciting and managing the marketing and sales components of outside (non-local) tournaments, special events, and other recreation organizations utilizing Foley's recreational inventory at Foley Sports Complex, Cedar Street Park (Melvin Roberts park), Max Griffin Park, and any future sports venues deemed appropriate. The position will perform all administrative and secretarial functions of the above and assist the Recreation Director in an annual budget for the department. The incumbent must have the ability to establish and maintain effective working relationships with local businesses, co-workers, and the general public. Reports to the Recreation Director.

SPECIFIC DUTIES AND RESPONSIBILITIES

ESSENTIAL JOB FUNCTIONS

Integrates and executes marketing strategies with sports and special events schedules.

Coordinates and assists with event planning and/or coordination for the City of Foley sponsored events as requested. This includes but not limited to creation, distribution and coordination of registration lists, rooming lists, and event checklists.

Targets and solicits new and existing partners for annual Coupon Page; develops sponsorship packages for events to sell to local, regional, and national sponsors.

Researches competitive markets for potential events and sports organizations.

Researches and presents trending components and initiatives of sports and tourism field.

Maintains relationships with annual sponsors through various mediums.

Maintains relationships with area hotel management for mutual benefits

Creates and manages Foley Sports complex website. Manages and provides event information for Foley Sports Complex Facebook Page. Maintains Industry Partner's information and event information on D3000.

Maintains and refines Economic Impact compilation strategies.

Creates and edits Loop Video Powerpoint presentations for FSC events.

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Manages and integrates Constant Contact marketing services into event promotions.

Designs and assemble "Welcome Packets" for tournament participants and their families.

Conducts "Exit Interviews" with teams' representatives, parents, and contacts.

Creates reports for superiors that include results and activity within the Recreation department. Meets with superiors to discuss progress of projects and department activities.

Creates and manage sports and special events calendar.

Works closely with Gulf Shores/Orange Beach Sports Commission on events.

Researches and maintains inventory of "logo" promotional/marketing items for athletes.

Attends local and regional civic functions, meetings, and events to promote synergy.

Meets periodically with local sports contacts & administrators to determine their needs.

Assists Recreation Director with preparation and administration of the department's annual budget.

Creates and distributes schedules and event information to local mediums for exposure.

Attends sports related trade shows and/or industry partner summits.

Perform administrative and secretarial functions for the position such as fielding calls, answering questions, providing information on events, filing, etc.

Receives and/or reviews various records and reports such as market rules and regulations, City policies and procedures, fee schedules and rates. Reviews lists of organizations and publications, City's web sites, economic reports, etc.

Prepares and/or processes various records and reports such as events lists, volunteer lists, marketing materials and database maintenance, presentation materials, calendars, etc..

Refers to procedure manuals, codes / laws / regulations, publications and texts, etc. City Calendar, Sports and Economic Reports, etc. Sports Magazines.

Operates a variety of equipment such as vehicles, phones, computer, copier, printer, postage machine, laptop computer, sports equipment, scoreboards, displays, tents, coolers, etc.

Uses a variety of tools such as three hole punch, paper cutter, laminator, binder, etc.; a variety of supplies such as copy paper, writing instruments, general office supplies, etc.; and a variety of computer software such as Incode, Microsoft Word, Microsoft Excel, Microsoft Publisher, Microsoft Outlook, D3000 Database software, internet Explorer, etc.

Interacts and communicates with various groups and individuals such as vendors, coaches, local businesses, hospitality and hotel managers, various sports commissions, tour guides, City employees, co-workers, and the general public.

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ADDITIONAL JOB FUNCTIONS

Assists the Recreation Department in management of scheduled events & activities.

Assists other City of Foley Departments where help is needed to execute events.

Assists Welcome Center as backup attendant at downtown facility.

Performs related duties as required.

MINIMUM TRAINING AND EXPERIENCE

Requires a Bachelor's degree in business administration, marketing or a related field supplemented by one to two years of marketing experience and/or administrative work; or an equivalent combination of education, training, and experience that provides the required knowledge, skills, and abilities. Must have a valid driver's license.

MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

Physical Requirements: Must be physically able to operate a variety of automated office machines including computers, typewriters, copiers, calculators, etc. Must be able to exert a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects. Sedentary work involves sitting most of the time, but may involve walking or standing for periods of time. Must be able to bend, reach, stoop, climb and carry weights up to 20 pounds.

Data Conception: Requires the ability to compare and/or judge the readily observable, functional, structural or compositional characteristics (whether similar to or divergent from obvious standards) of data, people, or things.

Interpersonal Communication: Requires the ability of speaking and/or signaling people to convey or exchange information. Includes receiving assignments and/or directions from supervisors.

Language Ability: Requires the ability to read a variety of policy and procedure manuals, computer manuals, materials, etc. Requires the ability to enter data into computer and prepare records, reports, correspondence, etc., with proper format, punctuation, spelling, and grammar, using all parts of speech. Must be able to speak with poise, voice control, and confidence and to articulate information to others.

Intelligence: Requires the ability to apply principles of logical thinking to define problems, collect data, establish facts and draw valid conclusions. Requires the ability to make independent judgments in the absence of supervisor; to acquire knowledge of topics related to primary occupation. Must have the ability to comprehend and interpret received information and the ability to comprehend and implement basic office machinery functions.

Verbal Aptitude: Requires the ability to record and deliver information, to explain procedures, to follow and give oral and written instructions. Must be able to communicate effectively and efficiently with persons of varying educational and cultural backgrounds.

Numerical Aptitude: Requires the ability to add and subtract totals, to multiply and divide, to determine percentages and decimals, to determine time. Must be able to use practical applications of fractions,

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percentages, ratio and proportion.

Form/Spatial Aptitude: Requires the ability to inspect items for proper length, width and shape, and visually read various information.

Motor Coordination: Requires the ability to coordinate hands and eyes rapidly and accurately in using automated office equipment and communications machinery.

Manual Dexterity: Requires the ability to handle a variety of items including computer keyboards, office equipment, control knobs, switches, etc. Must have minimal levels of eye/hand/foot coordination.

Color Perception and Visual Acuity: Requires the ability to differentiate colors and shades of color; requires the visual acuity to determine depth perception, peripheral vision, inspection for small parts; preparing and analyzing written or computer data, etc.

Interpersonal Temperament: Requires the ability to deal with people beyond giving and receiving instructions. Must be adaptable to performing under moderate levels of stress when confronted with an emergency or tight deadline.

Physical Communication: Requires the ability to talk and hear: (talking: expressing or exchanging ideas by means of spoken words; hearing: perceiving nature of sounds by ear). Must be able to hear and understand communications through a telephone.

DISCLAIMER: This job description is not an employment agreement or contract. Management has the exclusive right to alter this job description at any time without notice.