

VISIT BATON ROUGE

JOB DESCRIPTION

Job Title: Vice President of Sports Development
Date: October 2025
Direct Report: President & CEO
Classification: Exempt

Position Summary

The primary role of the Vice President of Sports Development is to provide leadership and implement a comprehensive strategy for the development, marketing, sales, and execution of sports tourism in the Baton Rouge area. This includes advocating, maintaining, and strengthening community alliances with stakeholders to enhance visibility and foster community pride.

Duties and Responsibilities

Work with the President & CEO to establish and execute an advocacy plan. Advocacy plan development will consist of leading, developing and executing strategies for securing additional funding sources for the sports development market at Visit Baton Rouge.

Manage and create a comprehensive plan to attract and provide services to sporting events and sports visitors while achieving measurable results in overall visitation.

To elevate Baton Rouge as a leading sports destination by driving economic impact through strategic sales, exceptional service, and strong industry partnerships

Create and execute effective sales initiatives to generate leads and maximize hotel room occupancy by evaluating overall market demand and monitoring need periods.

Serve as a liaison between Visit Baton Rouge and sports rightsholders to generate leads and room nights to increase awareness of the Baton Rouge area as a sports destination.

Foster community partnerships with tourism stakeholders by supporting event owners and promoters in negotiating and planning sporting events for the Baton Rouge area.

Develop, maintain, and continuously improve business relationships with sports rights holders at the local, regional, and national levels.

Create and promote impactful events by utilizing local and state industry resources and crafting persuasive bid proposals that highlight our destination's unique advantages.

Exercise discretion and independent judgment with respect to potential incentives to finalize negotiations, tradeshow, familiarization tours and site inspections, purchases, entertainment, advising vendors and/or industry partners of tax exemption status, execution of cooperative endeavor agreements, and other matters of significance.

Establish and maintain positive relationships with area hotels, convention centers and sporting facilities.

Travel to industry shows and networking meetings to promote the Baton Rouge area.

Maintain a client database through the client relationship management (CRM) system.

Establish Key Performance Indicators (KPIs) for the department to measure success by monitoring sales strategies that ensure lead generation and achievement of hotel room nights to boost economic impact.

Develop innovative strategies to elevate awareness of the Baton Rouge area, enriching the experience for both visitors and residents.

Lead in the development of a local organizing committee (LOC) for major sporting events, as well as the recruitment and management of volunteers.

Work with the Marketing & Communications Department to establish advertising and public relations initiatives for the sports market.

Work with the Executive Compliance Administrator and VBR's Legal Counsel regarding the execution of cooperative endeavor agreements and contracts related to sports as needed.

Work with the Destination Experience Department to evaluate, assess, and service client needs when the events are held in Baton Rouge to ensure a successful experience.

Collaborate with senior leadership to manage the sports development budget.

Responsible for hiring, training, and supervising staff in the Sports Development Department.

Collaborate with senior leadership on crisis-related issues as defined in the Crisis Plan.

Attend Board of Directors meetings and present departmental activities as requested.

Attend relevant travel industry and community functions as necessary.

Involvement in professional and/or civic organizations to enhance networking opportunities.

Attend educational seminars relevant to the sports market.

Assume additional responsibilities as assigned.

Position Qualifications and Requirements

- College degree or equivalent relevant experience.
- Minimum of five years of sports experience or five years of sales experience, preferably in the sports and/or hospitality industry.
- Preferred experience collaborating with President/CEO on creating, leading, and executing a comprehensive advocacy plan aimed at expanding funding opportunities for the sports development sector by spearheading the development of strategic initiatives, stakeholder engagement efforts, and legislative outreach to secure diversified revenue streams and successfully aligning advocacy goals with organizational priorities, resulting in increased visibility, strengthened partnerships, and enhanced financial support for sports tourism initiatives.
- Excellent communication, organizational and interpersonal skills.
- Ability to work flexible hours including overnight travel.
- Ability to set and meet multiple deadlines.
- Exhibit flexibility and adaptability.
- Working knowledge of the most current technologies and products used in the industry.
- Possess valid driver's license, have reliable transportation and have sufficient motor vehicle liability insurance coverage.
- Regularly required to talk or hear, see, sit, stand, walk, use hands/fingers or feel, reach, bend, stoop, climb stairs, and lift up to 40 to 50 lbs. *(The physical demands described are representative of those that must be met by an employee to successfully perform the functions of the job.)*

Disclaimer: Nothing in the job description restricts management's rights to assign or reassign duties and responsibilities to this job at any time.