



**Greenville-Pitt County Sports Commission**  
417 Cotanche Street, Suite 100  
Greenville, NC 27858  
Office: 252.329.4200  
[visitgreenvillenc.com/sports](http://visitgreenvillenc.com/sports)

**TITLE:** Director of Sports Development

**REPORTS TO:** Executive Director – Greenville-Pitt County Sports Commission, President & CEO of Greenville-Pitt County Convention & Visitors Bureau

**STATUS:** Full Time/Salary

**HOURS:** Monday – Friday 8am – 5pm. Some evening and weekend work required. Some travel required.

**SUMMARY OF POSITION:**

The Director of Sports Development will identify, solicit, secure, and retain sports events for the Greenville-Pitt County Sports Commission by self-generating leads, participating in local, regional, and national travel, conferences, marketplaces and conventions. Most conferences require overnight travel and require extended stays and weekend work.

This individual will work closely with event rights holders and business community members to strategically plan and provide service support to ensure that tournaments, competitions, programs, and events are successful while growing economic impact for the Greenville & Pitt County area.

This position requires a creative individual with the ability to multitask and provide effective communication to clients, staff, media, sponsors, community partners and stakeholders. The Director of Sports Development should be familiar with the sports tourism industry, adept at technology, customer service oriented, and a team player passionate about positively impacting tourism and enhancing the quality of life for residents of the Greenville-Pitt County community.

**DUTIES:**

- Assist in the creation and implementation of effective annual strategies, marketing, and sales plans for sports events that will meet the mission of the Greenville-Pitt County Sports Commission
  
- Oversee sports development, sales, recruitment, opportunities, and marketing activities including:
  - Seek opportunities to identify, qualify, attract, and manage sports events
  - Prospect for new business through the internet, tradeshow and industry organizations and events in existing and new markets
  - Prepare successful bid proposals for select events, tournaments, and championships that align with area venues, stakeholders (hoteliers), and city capacities
  - Develop qualified sales leads to pursue sports business
  - Coordinate and conduct site inspections of the area with event organizers who represent definite potential for sports business

- Involvement and take leadership positions of local, state, and regional organizations and associations that pursue sports and events business, including area colleges and universities
- Establish strong relationships with key officials and decision makers of local, regional, and national sports organizations, leagues, conferences, and associations
- Attend sports-related tradeshows and appointment-based meetings to promote Greenville-Pitt County to the sports market with appropriate follow-up including communications with stakeholders
- Prepare and deliver effective sales presentations to site selection committees when applicable
- Serve on host and/or steering committees, assist with housing/lodging needs/arrangements, transportation, and servicing logistics in bidding process and/or for booked events
- Manage sponsorship requests and fulfillment of collateral when necessary for event execution
- Maintain accurate CRM (Simpleview) on accounts for reporting
- Work with Communications & Marketing Director to author articles, press releases, and social media posts when necessary
- Spearhead client service needs during sports events execution for highest customer service level possible
- Other duties as assigned by Executive Director

### **EDUCATION & EXPERIENCE:**

- Previous experience at a DMO or sports commission strongly preferred
- Bachelor's degree desired in marketing, hospitality, sports events management, or related field required
- Minimum of three years sales or marketing experience required
- Event and/or tournament coordination experience preferred

### **KNOWLEDGE, SKILLS, & ABILITIES**

- Proficient in Microsoft Word, PowerPoint, and Excel
- Comfortable with utilizing CRM systems to manage the sales relationship process
- Effective verbal and written communication to Sports Commission stakeholders
- Confident and poised while speaking in front of large groups
- Ability to build and maintain relationships with new and existing clients
- Effectively follow up with potential and existing clients

### **PHYSICAL REQUIREMENTS:**

- Occasionally performs bending, squatting, sorting, kneeling, and reaching to ground level and overhead as required for such tasks as retrieving boxes of brochures.
- Occasionally lifts, grasps, carries, pushes or pulls up to 50 pounds.
- Ability to climb stairs while carrying objects up to 50 pounds in weight.
- Must be able to hold and grip objects.
- Consistently subject to sitting or standing for long periods of time.
- Valid Driver's license, and personal vehicle

**A background check and negative drug test will be required before starting employment.**

## **SALARY & BENEFITS:**

Salary compensation based on experience and qualifications. Cell phone stipend provided. Travel outside of Pitt County with personal vehicle will be reimbursed mileage based on annual IRS standard gas mileage rates.

A progressive and comprehensive benefits package is provided including 12 paid holiday per year, accrued vacation and sick time as well as one floating PTO day per year. In addition, employees are covered by various retirement, deferred compensation, health insurance, life insurance, and additional optional programs. The Greenville-Pitt County Convention & Visitors Bureau encourages and financially supports professional development opportunities for its employees.

## **HOW TO APPLY:**

Please email resume and cover letter to [sports@visitgreenvillenc.com](mailto:sports@visitgreenvillenc.com) by 5pm on Friday, March 11, 2022.

## **ABOUT THE GREENVILLE-PITT COUNTY CONVENTION & VISITORS BUREAU (VISIT GREENVILLE, NC):**

The mission of the Greenville-Pitt County Convention & Visitors Bureau is to foster an environment of superior travel and tourism experiences for all market segments while generating significant economic impact for our destination and local hospitality related businesses.

## **ABOUT THE GREENVILLE-PITT COUNTY SPORTS COMMISSION (PLAY GREENVILLE, NC SPORTS):**

As a division of the Greenville-Pitt County Convention & Visitors Bureau, (Visit Greenville, NC) the Greenville-Pitt County Sports Commission's (Play Greenville, NC Sports) goal is to help generate economic impact through sports tourism, providing an environment conducive to superior sports tourism experiences and working hard to develop Greenville-Pitt County, NC into a preferred sports tourism destination in the Southeast.

## **EQUAL OPPORTUNITY EMPLOYER:**

The Greenville-Pitt County Convention & Visitors Bureau is an equal opportunity employer. We do not regard race, color, religion, national origin, age, sex, pregnancy, marital status, disability, genetic information, veteran status, sexual orientation or any protected class characteristic when seeking to hire. This practice, in addition to hiring, applies to our recruiting, training, transfers, promotions, job benefits, pay, dismissal practices, social and recreational activities, and any other term or condition of employment.