

### **SPORTS MARKETING AND SPECIAL EVENTS COORDINATOR**

The Sports Marketing and Special Events Coordinator is responsible for providing administrative support to the Sports Marketing and Special Events Department of the Panama City Beach Convention and Visitors Bureau. This position reports to the Vice President of Sports Marketing and Special Events, to the Director of Sports Marketing and to the Director of Special Events of the Panama City Beach Convention & Visitors Bureau.

#### **General Scope of Duties**

- Responsible for assisting the Sports Marketing and Special Event staff in developing, maintaining and implementing the Program of Work and related budget for sports marketing and special event departments.
- Responsible for maintaining the departmental budget spreadsheets, processing payments, tracking of expenses for all departmental activities.
- Coordinate and plan industry trade shows, conferences, meetings, and other sports and special event related events, including securing exhibit space, shipping of materials, conference registration, etc. In coordination with the Sales Department, is also responsible for jointly maintaining the calendar of trade events and needed tradeshow exhibits to ensure the efficient use of CVB resources.
- Assist in the planning and implementation and work onsite for CVB's signature tournaments, sporting events, and special events.
- Maintain a quality relationship with staff, volunteers, event attendees, and general public; effective telephone skills and information gathering techniques.

#### **Other Duties**

The Sports Marketing & Special Events Coordinator will perform other assignments as instructed by the management personnel, including the Vice President and Directors of Sports Marketing and Special Events and the President/CEO of the Panama City Beach Convention & Visitors Bureau.

#### **Qualifications and Skills**

- Must possess the ability to portray and project a personal professional image.
- Must possess the ability to exercise initiative, good judgment, and tact when representing the CVB.
- Must possess a valid Florida driver's license. Local travel is required, in the performance of regular duties.
- Must possess the ability to effectively communicate through written and verbal means.
- Must possess strong interpersonal skills, have demonstrated attention to detail, and must be computer literate.
- An understanding of Panama City Beach's tourism industry is preferred.
- Prior experience with a destination marketing organization(DMO) is also preferred.
- Prior experience in Sports and/or Special Events planning is preferred.

## Sports Marketing & Special Events Coordinator

- Must be able to work independently, but also demonstrate the ability to work with others and in teams.
- Must possess the ability to analyze project needs, focus on achievement, manage detail and think creatively.
- Must possess strong interpersonal skills.
- Must be computer literate, including spreadsheets i.e. Microsoft Word, Excel, and PowerPoint.
- Must understand that this due to the nature of the tourism and event industry that this position will require work outside of the typical Monday through Friday work week.
- Must be able to lift up to 50 pounds of weight in performance of duties.