

FORT WORTH CONVENTION & VISITORS BUREAU

Sports Coordinator

JOB DESCRIPTION

JOB TITLE: Sports Coordinator

DEPARTMENT: *Sports Marketing*

POSITION REPORTS TO: Director of Sports Marketing

EXEMPT OR NON-EXEMPT: Exempt (Professional)

SUMMARY OF BASIC FUNCTIONS: To assist the Director of Sports Marketing in all aspects related to recruiting sporting events to the City of Fort Worth and insuring that their event's needs are met.

REPRESENTATIVE DUTIES AND RESPONSIBILITIES:

- Develop and maintain an inventory of sports facilities and develops a working relationship with the managers of these facilities and maximizes their use.
- Maintain sales account files and distribute sales leads and correspondence to hotels under the direction of the Director of Sports Marketing.
- Maintain a professional dialogue, with Fort Worth hotel partners, to include becoming a liaison for hotel sales personnel to ask questions and request information with regards to leads, best practices, and use of our database (SimpleView).
- Develop and implement strategic plans to effectively recruit sports-related national governing bodies (NGB's) and event organizers to City of Fort Worth facilities and hotels.
- Cultivate a strong relationship with the City of Fort Worth - Parks and Community Services Department; the Fort Worth Independent School District and other local ISD's, colleges and university athletic departments (Texas Wesleyan University, Texas Christian University and Tarrant County College, etc.) and the managers of these facilities as well as other private assets that could be used as potential sports venues.
- Communicate customers' needs and encourage plans to upgrade facilities (as necessary and appropriate)
- Develop working relationships with local youth and adult sports associations in an effort to identify groups that desire to bring national governing bodies (NGB's) and other event-rights holders to the City.
- Provide appropriate services to sports groups with a definite booking for Fort Worth, including (but not limited to) scheduling volunteer assistance, providing promotional collateral materials to event planners and providing on-site assistance with planning & execution of events.
- Maintain and develop an active file base of potential clients through regular personal, telephone and written correspondence that are considering the region for potential meetings and events.

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- Plan and coordinate hotel, convention center and city tours for meeting planners & planning or contemplating Fort Worth as a convention destination. Generate leads for hotels by following up on potential business provided by inquiry, through trade shows, trade publications, familiarization trips and sales calls.
- Participate in sales trips to national markets, such as Indianapolis, Colorado Springs and others, as well as, other cities designated by the Director of Sports Marketing. This position, when prudent, will also travel for the purpose of bid presentation opportunities.
- Travel to sports-related and other assigned market trade shows; develop and deliver verbal and written presentations to clients and stakeholders and develop files on potential sporting and special event clients.
- Assist in the implementation of departmental and bureau events such as, familiarization tours, sales missions and direct mail campaign, etc.
- Prepare and present bids to organizations in an effort to book events; when appropriate provide local businesses with bid materials.
- Discuss events and projects with and industry partners. Create a market segment advisory committee to provide a forum for discussion and offer direction and insights.
- Record appropriate organization, contact and activities in Fort Worth Convention and Visitors Bureau CRM database. Maintain accurate booking records and pertinent sports marketing materials and sports calendars.
- Handle inquiries for all collateral materials available to meeting planners and visitors for promotional purposes to promote Fort Worth for assigned groups.
- Perform other related duties as assigned by the Director of Sports Marketing.

POSITION QUALIFICATIONS:

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| Education - | College degree in marketing, sports or business administration is preferred. |
| Experience - | Preferred two years of sports commission, CVB or other sports event production related experience. |
| Skills - | Willingness to learn sales account management software, word processing programs and other current operating computer systems. Excellent interpersonal and communication skills are also required. |

WORKING CONDITIONS:

Must possess knowledge of convention solicitation and services programs, Bureau and industry organization, policies and objectives. Must also possess excellent interpersonal and communication skills required. Must possess a good aptitude for organization, policies and objectives and effective use of Business English.

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The work conditions include occasional irregular work hours; subject to many interruptions, varying, routine and unpredictable situations while working on multiple projects and priorities. Frequent communication with internal and external parties via telephone and in person, use of computer, typewriters and telephones is also required. There are also required reading, writing and math skills to be performed. There is also required off job site job travel required for tradeshow, meetings and site inspections. Position will require flexible hours and may often include weekends.

RESPONSIBILITY FOR THE WORK OF OTHERS:

Work Leadership Responsibility: Assigns, verifies and regulates the workflow to others while functioning to remove obstacles which effect the positions of Sales Assistant, administrative or clerical assistants.

PHYSICAL DEMANDS:

- Sitting - Constant
- Standing - Frequent
- Walking - Frequent
- Lifting - Occasional (heavy, 50 lbs.)
- Carrying - Occasional (heavy, 50 lbs.)
- Pushing - Occasional (heavy, 50 lbs.)
- Pulling - Occasional (heavy, 50 lbs.)
- Reaching - Frequent
- Handling - Frequent
- Kneeling - Rare
- Stooping - Rare
- Crouching - Rare
- Bending – Occasional