



**Job Description**  
**Hamilton County Sports Authority**  
a division of  
**Hamilton County Tourism, Inc.**  
**Sports Development Manager**

**Department:** Sales  
**Reports to:** Director of Sales  
**Job Classification:** Exempt, Full-Time, Manager

**Position Statement**

The Hamilton County Sports Authority office links sport in Hamilton County with national opportunity and best practice with an emphasis on sports tourism. This position is responsible for managing all duties of the sports tourism strategy as set out in the Hamilton County Tourism Vision 2025 plan and the Hamilton County Sports Authority area of focus. Duties include developing local clubs and events, creating business opportunity around sport, and leading communication and collaboration around sport.

**Responsibilities**

**Local Sports Authority (40%)**

- Serve as main contact and primary spokesperson for the Hamilton County Sports Authority office.
- Build and maintain excellent working relationships with leadership at area clubs, teams and facilities.
- Convene sports leaders in Hamilton County, build relationships and mediate so that all groups work together successfully.
- Serve as liaison to Hamilton County Tourism stakeholder groups, hotels, municipalities and others with regard to local, regional and statewide sports initiatives.
- Represent Hamilton County Sports Authority on the board of Sports Indiana.
- Identify local sports organizations and events that have potential to grow out-of-area travel, and provide resources through grants, assistance, LOC work, marketing and communication.
- Maintain a well-informed knowledge of all area facilities and new facility development.
- Advocate on behalf of best practice in sport and educate through informative lunches, roundtables and an annual Sports Summit.
- Follow trends in sport and stay current as a leader and resource in the industry.
- Identify opportunities for economic growth through sport tourism. Recommend strategies and build activities into annual planning.
- Work with the Visitor Experience department each year to identify major sporting events deserving of visitor hospitality.

**Business Development (40%)**

- Serve as chief liaison to event rights holders and national sporting associations and industry groups. Promote and sell Hamilton County as a premier sports and events destination.
- Develop new relationships with corporations and organizations seeking marketing opportunities through sport. Build a new program that seeks to secure sports sponsorships for Hamilton County events and facilities.

- Engage in sales activities that meet or exceed goals in lead generation, new accounts, bids, new business and event growth.
- Travel out-of-state and throughout Indiana to trade shows and meetings such as TEAMS, NASC, Connect, IEG—to promote sport in Hamilton County.
- Host FAM tours and site visits representing Hamilton County professionally and positively.
- Maintain accurate client account and contact records in Simpleview database.
- Work hand-in-hand with managers of Hamilton County's event facilities, hotels and event booking agencies to maximize yield.
- Create and manage an annual sports event support budget and grant program.
- Build successful proposals and bid documents to gain business and events.

### **Marketing and Communications (10%)**

- Manage communication strategies—sports calendar, social media, newsletter, reports— that position HCSA as a clearinghouse for sporting information in Hamilton County.
- Communicate event volunteer needs to community volunteer groups.
- Conduct and oversee market research used to grow and report on Hamilton County's economy through sport.

### **Additional Responsibilities (10%)**

- Participate in HCT-sponsored functions and activities as needed.
- Participate in weekly department meetings, staff meetings and project meetings as required by position or requested by supervisor.
- Demonstrate a commitment to developing and embracing Hamilton County Tourism's core values of communication, collaboration, growth, intelligence and stewardship.
- Perform other duties as assigned.

### **Education & Experience**

- Bachelor's degree in Sports Management, Tourism, Sales or related field preferred
- Proven ability to build relationships, lead and influence outcomes
- Recent work experience (3-5 years) in sports management or related field
- Previous experience working or volunteering with a nonprofit helpful

### **Requirements**

- Overnight travel as required to achieve goals and maintain relationships
- Excellent customer service skills
- Proven skills in event management
- Solid verbal and written communication skills
- Strong public speaking skills
- Capacity to manage multiple projects and tasks
- Strong attention to detail
- Commitment to quality and accuracy
- Ability to work independently and as part of a team
- Proficiency with current computer based systems, including Microsoft Office (Word, Excel, Outlook) and ability to learn a customer relationship management (CRM) system
- Ability to lift 50 pounds and move boxes and bulky materials
- Outdoor, evening and weekend work as required
- Valid driver's license and ability to drive own car as well as company vehicles

If interested in applying for the Sports Development Manager position, send a cover letter, resume and salary requirement to [careers@hamiltoncountytourism.com](mailto:careers@hamiltoncountytourism.com) by November 17. No phone calls please.