

FERGUS FALLS CONVENTION & VISITORS BUREAU
JOB DESCRIPTION: SPORTS MARKETING MANAGER
REPORTS TO: EXECUTIVE DIRECTOR
DATE: FEBRUARY 2015



Position Summary

The sports marketing manager of the Fergus Falls Convention & Visitors Bureau (CVB) will work to identify and attract sporting opportunities that generate overnight visitors (participants and spectators) for the economic impact this industry has. The sports marketing manager will focus on raising the profile of Fergus Falls as a sports destination by aggressively marketing the destination's existing resources and targeting events that will generate a positive economic impact for the community.

Additionally, this person will work with the local sports teams and hosts to foster an environment conducive to holding sporting events. Working collaboratively with private clubs, schools and the City's Parks & Recreation department, this person will work to develop incentives and a willingness among the host groups to create successful events. Also, the manager will work community-wide to raise support for Fergus Falls as a sports destination.

Responsibilities

1. Create and host a Sports Summit that will convene local sports partners and serve as a kick-off to this new position of the CVB. Seek their input and partnership for progress.
2. Work with local sports sites and facilities to learn and identify potential use, parameters for booking (schedules, rates, etc.) and procedures.
3. Connect with sports clubs and coaches; identify challenges and opportunities within each sport for tournament possibilities.
4. Identify and create resources within the CVB to position Fergus Falls as a sports destination (web site, print, etc.).
5. Create a mechanism and method that is a central scheduling site or function for the Fergus Falls sports facility "owners."
6. Proactively identify visiting teams that would be a good fit with each of the sports tournaments determined as having the most potential (based on space, proximity to Fergus Falls, seasonality, hotel availability, strength of host organization, etc.).
7. Serve as a liaison to each tournament coordinator in recruiting teams.
8. The sports marketing manager is not the tournament host/coordinator nor the team recruiter.

Major Functions & Tasks

1. Recommend an approach for successful sports marketing based on research of trends and best practices.
2. Provide regular updates to the executive director of the CVB regarding progress, effectiveness and strategies.
3. When events require a bid, facilitate the bidding process.
4. Research and maintain a list of possible tournaments and sporting events that can be hosted in Fergus Falls.
5. Maintain communication and contact on a regular basis with various business, civic, sports organizations, schools and social groups that may host or provide leads for events.
6. Maintain an inventory of sporting venues in Fergus Falls and relationships with venue operators.
7. Miscellaneous duties as assigned by the executive director that advance the mission of the Fergus Falls CVB.

Qualifications

Bachelor's degree, preferred

Previous involvement or experience in sports tournaments

Knowledge/Abilities

- Proficiency with office technology and software
- Understanding of sports tournaments – umpires, brackets, facilities, scheduling, etc.
- Ability to identify trends and opportunities that can be used to increase the volume of events/participants
- Knowledge of how to formulate and effectively execute innovative strategies
- Knowledge of how to research, compile, analyze and report on results
- Familiarity with use of social media, particularly facebook and twitter

Skills

- Strong interpersonal skills
- Communication skills – written and verbal
- Able to work effectively with multiple stakeholder groups
- Able to handle multiple tasks and priorities
- Exercise independent judgment and initiative
- Must have the ability to be a coalition-builder and work with multiple entities on a single project
- Professional presence
- Reliable, self-motivated and able to work independently
- Great customer service skills, be well organized, enthusiastic and goal-oriented
- Must be able to work occasional evenings/weekends as necessary to connect with sports community (not required to be present at tournaments).

Job Context

- Reports to Executive Director, Fergus Falls CVB
- No supervision of other employees
- Flexible hours/days approximately 20 hours
- Occasional travel to industry-related meetings/conferences (costs covered by employer). Must possess a valid driver's license.

Selection Guidelines

Formal application, review of education and experience; oral interview and reference check.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements or duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and the requirements of the job change. This is a new position. It is temporary, although could evolve into a permanent position.