



Sports Business Development Director

eExplore Lawrence, the Destination Management Organization for the City of Lawrence Kansas, is looking for a talented, passionate and experienced Sports Business Development Director (SBDD) to join our team.

Lawrence, the home to Kansas University, has hosted regional and national sporting events including Big XII, NAIA and NCAA events, the USATF National Junior Olympics, KU Relays, AAU basketball, Kansas Open Golf Tournament and Gravel Grinder Nationals.

Rock Chalk Park (RCP) is a unique partnership between the city, and Kansas Athletics.

Included at RCP is Sports Pavilion Lawrence (SPL) a recreation center including eight full-size courts and an indoor turf area. Outside the facility are eighth lighted tennis courts and more than five miles of trails.

Kansas Athletics operates the IAAF Class I certified Track, Soccer Stadium, Arocha Softball Ballpark and Kansas Tennis Center all at RCP.

Calcio Village, a privately funded soccer complex is expected to open in the fall of 2019.

The SBDD will solicit new and maintain existing sports business, promote Lawrence and Douglas County as a premier sports destination, and contribute to the team goal of increasing Lawrence's share of the sports tourism market.

This includes, but is not limited to, prospecting and qualifying potential opportunities, building leads, communicating with hotels and other stakeholders, and developing winning proposals. The successful candidate will have a proven track record of meeting established sales goals while operating within the overall business objectives of the organization, priorities, resource allocation and funding conditions. Requires independent judgment in the course of carrying out overall responsibilities.

Bachelor's degree in sports administration, business, marketing, communications or related degree or the equivalent in experience.



ESSENTIAL FUNCTIONS:

- Responsible for developing and executing sales plans to create awareness of the destination and aggressively pursue all sports tourism opportunities to exceed goals within a portfolio of assigned accounts and territories.
- Responsible for prospecting new business in the sports market. Develops and fosters relationships with sports event organizers/planners to create new business and sustain existing business.
- Develops and fosters relationships with appropriate partners and stakeholders to effectively represent and sell Lawrence as a destination for sports. Serves as a liaison between hotel/sports facility personnel and event planners.
- Assists in the development of bid documents, presentations and the coordination of site visits for major bids.
- Responsible for professional written and verbal communication with clients, partners and a variety of other professionals.
- Represents Lawrence at local and nationwide meetings and tradeshow (travel required) sponsored by national, state and local organizations related to sales, sports and the hospitality industry to increase business opportunities by enhancing relationships and knowledge of the destination.
- Maintains the prospect database, receive sports RFP's and coordinate a bid calendar to ensure the department remains focused on sales efforts.
- Works closely with internal staff, sports clients and event partners to gather all relevant data from events to produce appropriate final reports and maintain archive for future use.
- Excellent written and verbal communication skills.
- Computer literacy including strong MS Office skills, familiarity with client database management and accounting systems, and an ability to create bid presentation materials.
- Ability to think strategically and make decisions and recommendations that are in line with the organization's strategic objectives.
- Ability and willingness to work hours that exceed a typical Monday through Friday 40-hour work week, as required.

BENEFITS:

eXplore Lawrence offers a competitive package based on experience and includes health and disability insurance after thirty days of employment and an employer sponsored 401k plan after one year of employment.

E-mail resume to Michael Davidson @ mdavidson@explorelawrence.com