

SALES AND EVENTS MANAGER
Pulaski County Sports & Entertainment

Department: Sports & Entertainment

Supervision Exercised: Supervises None

Supervision Received: Works under the general supervision and receives administrative oversight from the Sports Tourism and Entertainment Director. Employee will undergo a six-month orientation period and will be evaluated at the end of the six-month term. Employee will be evaluated annually thereafter.

Classification (FLSA): Non-Exempt/Full-time

Age Requirement: Individual must be at least 18 years of age

REQUIRED TESTING/SCREENING, LICENSES, AND CERTIFICATIONS: Drug & Alcohol Testing, Background Screening, Current Driver's License & Driving Record

Alternate Essential OR Essential Employee: No

Residency Requirements: Not required

Work Hours: Monday through Friday 8am-5pm, with some weekend, evening and holiday work required

Benefits Eligible: Yes

Leave Time Eligible: Yes

ESSENTIAL FUNCTIONS: The Sales & Events Manager is responsible for generating new revenue opportunities and supporting the successful execution of sports tourism events and facility operations. Serving as the primary business development professional, they cultivate relationships with sponsors, tournament directors, event organizers, promoters, corporate partners, vendors, and other revenue-generating clients. The manager oversees the entire sales cycle—from prospecting and proposal development to contract execution, fulfillment, and long-term relationship management—while providing operational support before, during, and after events. They work collaboratively with Authority leadership, marketing staff, facility managers, community partners, and event organizers to grow sports tourism, maximize venue utilization, and enhance the visitor experience. Additionally, they develop and implement sales strategies, manage budgets, negotiate contracts, and lead teams to ensure seamless event execution. Analyzing performance metrics and maintaining high levels of customer satisfaction are also key responsibilities, all while ensuring compliance with legal and safety regulations to minimize risks. Physical presence on the job is required as essential functions and responsibilities are not suited to remote work.

JOB REQUIREMENTS: To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required.

RESPONSIBILITIES:

Business Development & Sales

- Develops and implements annual business development strategies to increase revenue across sports and entertainment venues and events
- Identifies, prospects, and cultivates relationships with potential sponsors, event operators, sports organizations, promoters, leagues, governing bodies, and corporate partners
- Generates new sponsorship, advertising, hospitality, naming rights, and event rental opportunities
- Conducts outreach through phone calls, email campaigns, networking events, trade shows, industry conferences, and sales presentations
- Maintains an active sales pipeline and customer relationship management (CRM) database
- Prepares customized sponsorship proposals, bid responses, presentations, and pricing packages
- Negotiates business terms within established department guidelines
- Coordinates internal approvals and execute contracts in accordance with department policies
- Meets or exceeds established annual revenue and client acquisition goals

Client Relationship Management

- Serves as the primary point of contact for assigned sponsors, event organizers, and revenue partners
- Ensures all contractual obligations and sponsorship benefits are fulfilled accurately and on schedule
- Coordinates with marketing staff to implement sponsor recognition, advertising, digital promotions, hospitality benefits, and activation opportunities
- Conducts regular client meetings and post-event evaluations
- Develops long-term relationships that encourage renewals, upselling, and repeat business
- Resolves client concerns promptly while maintaining a high level of customer service

Event Sales & Coordination

- Assists with recruiting sports tournaments, competitions, festivals, races, motorsports events, and special events to Pulaski County
- Coordinates logistics with event organizers before, during, and after events
- Participates in event planning meetings and operational planning
- Assists with scheduling, vendor coordination, sponsor activation, VIP hospitality, volunteer coordination, and event execution
- Supports event setup, registration, guest services, and event-day operations as needed
- Prepares post-event reports including attendance, economic impact information, sponsor fulfillment, and lessons learned

Proposal Development & Contract Administration

- Prepares professional proposals, presentations, budgets, and cost estimates

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- Drafts facility rental agreements, sponsorship agreements, letters of intent, and related documents
- Coordinates contract execution and maintain organized records of agreements and deliverables
- Monitors payment schedules, invoicing, and contract compliance in coordination with administrative staff

Community & Industry Relations

- Represents the department at community meetings, chamber events, trade shows, tourism conferences, and sports industry events
- Builds partnerships with local businesses, tourism organizations, hotels, restaurants, schools, and community groups
- Promotes Pulaski County as a premier destination for sports tourism and special events

Administrative Responsibilities

- Maintains accurate sales activity reports and revenue forecasts
- Tracks sponsorship inventory and available assets
- Assists in annual budgeting and revenue forecasting
- Prepares reports for Authority leadership and Board meetings
- Recommends new revenue opportunities and partnership initiatives

KNOWLEDGE, SKILLS AND ABILITIES:

Knowledge:

- Knowledge of business development, consultative sales, sponsorship development, and customer relationship management principles and practices
- Knowledge of event management and project management principles
- Knowledge of Microsoft Office Suite, customer relationship management (CRM) software, and other business technologies used to manage sales activities and client information

Skills:

- Skill in developing business opportunities and generating revenue through strategic partnerships and sponsorships
- Skill in verbal, written, and presentation communication
- Skill in preparing professional proposals, presentations, and business correspondence
- Skill in negotiating agreements and resolving issues while maintaining positive business relationships
- Skill in organizing, prioritizing, and managing multiple projects and deadlines

Abilities:

- Ability to establish and maintain effective working relationships with sponsors, event organizers, corporate partners, elected officials, community stakeholders, vendors, employees, and the public
- Ability to exercise sound judgment, analyze problems, and develop practical solutions
- Ability to work independently and collaboratively in a fast-paced environment while maintaining accuracy and attention to detail

ADA REQUIREMENTS: Ability to remain stationary at a desk; operate computer equipment for periods of up to three hours continuously; read, write, and exchange information effectively; and position oneself to file papers. Ability to stand, walk, bend, reach, stoop, and move throughout indoor and outdoor event venues for extended periods during event setup, operation, and breakdown. Ability to move and lift materials weighing up to 30 pounds, including event supplies, promotional materials, and equipment. Manual dexterity is required to operate computers, keypads, mobile devices, and other office and event equipment. Ability to work independently with minimal supervision and adapt to changing priorities in a fast-paced event environment. Ability to communicate effectively and interact professionally with employees, elected officials, event organizers, sponsors, vendors, and the public. Ability to travel throughout Virginia and occasionally outside the Commonwealth for sales calls, conferences, trade shows, and industry events. Ability to work evenings, weekends, holidays, and extended hours as necessary to support meetings and events.

EDUCATION AND EXPERIENCE:

- Bachelor's degree in Sports Management, Business Administration, Marketing, Hospitality, Tourism, Communications, Event Management, or a related field preferred. Equivalent experience may be considered.
- Three to five years of progressively responsible experience in sales, sponsorship, sports tourism, event management, venue management, hospitality, or business development
- Experience negotiating sponsorships or corporate partnerships preferred
- Experience coordinating sporting events or large public events preferred

PROFESSIONALISM AND CONFIDENTIALITY:

- Understands and consistently implements all County policies and procedures
- Maintains confidentiality with all vendors and employee transactions and activities
- Shares knowledge and assists other staff with day-to-day activities to promote effective teamwork to accomplish the goals of the County

TRAINING AND JOB DEVELOPMENT:

- Participates in conferences, workshops, webinars, and other professional development opportunities to stay current with industry best practices, regulatory requirements, and emerging trends related to facility operations and maintenance
- Successfully completes any required job-specific training as assigned.
- Maintains all mandatory safety, compliance, and regulatory training in accordance with County policies and applicable federal, state, and local regulations
- Engages actively in staff meetings, training sessions, and collaborative discussions to identify opportunities for improving departmental operations, efficiency, and customer service

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- Demonstrates a commitment to continuous professional growth by acquiring new knowledge, skills, and certifications relevant to the position
- Success in this role will be measured by metrics such as annual sponsorship and partnership revenue, the number of new event and business opportunities secured, client retention and sponsorship renewal rates, event organizer satisfaction, timely fulfillment of contractual obligations, achievement of sales goals and performance objectives, and contributions to increased sports tourism visitation and economic impact.

Note: This job description is not intended to be all-inclusive. An employee will also perform other reasonably related job responsibilities as assigned by the supervisor or County Administrator. Pulaski County reserves the right to revise or change job duties as the need arises. Moreover, management reserves the right to change job descriptions, job duties or working schedules based on their duty to accommodate individuals with disabilities. The job description does not constitute a written or implied contract of employment.

I have read, understand and accept the duties, standards and expectations required of this position. I hereby affirm my good faith compliance with all County policies and procedures.

Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of this job.

Check the appropriate box, fill in the needed accommodations, if required, then sign and date.

- ☐ I have read and understand this job description and acknowledge that I am able to complete the essential functions required of this job **without accommodation**.

OR

- ☐ I have read and understand this job description and acknowledge that I am able to complete the essential functions required of this job **with accommodation(s)**.

Please list the accommodation(s) needed to fulfill the essential functions of this job description:

Employee Name: _____
(Please print)

Employee Signature

Date