

Pulaski County
Sports Tourism & Entertainment Director

Department: Pulaski County Sports Tourism & Entertainment

Reports to: County Administrator

Supervision Exercised: STEA Staff

Supervision Received: Work is performed under the general supervision of the County Administrator. 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): Exempt, Full-Time

Work Hours: Monday thru Friday, 8:00 am until 5:00 pm. Some evening and weekend work may be required.

Essential Employee: No

Residency Requirements: Establishment of County residency required within one year of hire date.

ESSENTIAL FUNCTIONS:

The Sports Tourism & Entertainment Director is responsible for planning, developing, and implementing strategies to enhance and promote sports tourism and entertainment within the community. This role involves working with various stakeholders, including the Pulaski County Sports Tourism Authority, sports teams, event organizers, local businesses, other government agencies and County departments to attract and manage sports and entertainment events that drive economic growth and improve the community's overall quality of life.

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. Reasonable accommodation may be made to enable an individual with disabilities to perform the essential functions. Employee must successfully pass a drug/alcohol test and background check.

RESPONSIBILITIES:

Strategic Planning and Development:

- Develop and execute comprehensive sports tourism and entertainment strategies
- Identify opportunities to attract local, regional, national and international sports events
- Collaborate with local, regional, and national organizations to promote sports tourism

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- Conduct market research to identify trends, competitor activities, and potential partnerships

Event Management:

- Plan, organize, and oversee sports and entertainment events
- Coordinate logistics, including venue selection, scheduling, permits, and compliance with regulations
- Manage budgets and financial planning for events
- Negotiate contracts with vendors, sponsors, and stakeholders

Marketing and Promotion:

- Develop and implement marketing campaigns to promote events and the destination
- Utilize digital and traditional marketing channels to reach target audiences
- Foster relationships with media outlets and manage public relations efforts
- Create promotional materials and content to enhance the community's visibility

Community Engagement and Partnerships:

- Engage with all levels of sports organizations, businesses and community groups
- Develop partnerships to support and sponsor events
- Work with local schools, colleges, and universities to promote youth and amateur sports
- Advocate the benefits of sports tourism and entertainment to community leaders and stakeholders
- Continually enhance the reputation of the STEA within the community and beyond
- Shift the culture toward innovation, advancing opportunities for revenue diversification, new programming and services while promoting the highest level of customer service

Administration and Reporting:

- Monitor and evaluate the performance of sports tourism and entertainment initiatives
- Prepare reports and presentations for stakeholders and government agencies
- Ensure compliance with legal, health, and safety regulations
- Manage a team of staff and volunteers, providing leadership and professional development opportunities
- Work closely and productively with other county departments

- Bachelor's degree in Sports Management, Marketing, Business Administration, or a related field
- Master's degree preferred
- Minimum of 5 years of experience in sports tourism, event management, or a related field
- Proven track record of successful event planning and execution

Personal Characteristics:

- An authentic, honest individual with steadfast integrity who leads with empathy, trust and transparency, balanced with an ability to be decisive and firm, holding people and teams accountable and driving toward change
- A visionary, innovative leader, capable of leveraging technology, partnerships and assets to advance the organization and achieve the greatest impact towards its mission
- An engaged leader who acts with courage and is willing and able to make complex decisions that are in the best interest of the organization and the County
- Promotes a culture of accountability and success
- Highly strategic with strong execution skills and the ability to adapt to industry changes, trends and opportunities

Knowledge, Skills and Abilities:

- Strong leadership and project management skills
- Excellent communication and interpersonal abilities
- Strategic thinking and problem-solving skills
- Proficiency in marketing and promotional strategies
- Ability to work collaboratively with diverse stakeholders
- Financial acumen and budget management experience
- Ability to inspire and guide diverse teams toward a common goal
- Facilities operations and management
- Understanding of advertising, marketing and promotions

Additional Requirements:

- Flexibility to work evenings, weekends, and holidays as needed
- Willingness to travel for events and conferences
- Passion for sports and entertainment industries

ADA REQUIREMENTS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Ability to lift up to 50 pounds on an occasional basis and up to 20 pounds on a consistent basis. Ability to climb, kneel, crouch, crawl, reach, stand, walk, lift, grasp and feel. Vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels. Visual acuity is required for depth perception, color perception, night vision, peripheral vision, preparing and analyzing written or computer data, operation of motor vehicles or equipment, determining the accuracy and thoroughness of work, and observing general surroundings and activities.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Ability to complete and monitor multiple projects and prioritize time sensitive projects
- Ability to prepare, analyze, and summarize reports and spreadsheets through computer programs and in written form
- Ability to communicate effectively both verbally and in writing
- Ability to establish and maintain effective working relationships with public and related agency officials, other employees, and the general public
- The ability to supervise staff and be an effective communicator
- Ability to follow-up on projects and complete required paperwork as necessary
- The ability to handle sensitive information correctly and privately
- Exhibits strong interpersonal and communication skills
- Possess extensive experience with governmental budgeting
- Experience with governmental accounting is preferred
- Experience with financial practices including billing and collections is preferred
- Must be a positive role model for other staff members
- Maintains a positive image for the department and the County

EDUCATION AND EXPERIENCE:

- Experience working with local, regional and other agencies is preferred
- Bachelor's degree in Sports Management, Marketing, Business Administration, or a related field is required
- Master's degree preferred
- Minimum of 5 years of experience in sports tourism, event management, or a related field
- Proven track record of successful event planning and execution

PROFESSIONALISM AND CONFIDENTIALITY:

- Exhibits excellent work habits and interpersonal skills
- Maintains confidential and sensitive information
- Understands and consistently implements all County and Departmental policies and procedures
- Shares knowledge and assists other staff with day-to-day activities to promote effective teamwork to accomplish the goals of the department in serving the needs of our County

TRAINING AND JOB DEVELOPMENT:

- Develops and sets own personal goals for acquiring new skills and job growth
- Participates in conferences, workshops, webinars, trainings, and other opportunities as required by the department or the County
- Works with staff to discuss and resolve problems and provide ideas for improvement and efficiency within the department or the County

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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 County Administrator. Pulaski County Administration 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.
- 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