



Opening Date: 3/1/19  
Closing Date: Open Until Filled

## **Vacancy Announcement #32-19 Director of Sales, Sports and Entertainment**

**SALARY: NEGOTIABLE**

**DC Residents Preferred**

### **EVENTS DC**

#### **Engage, Excite, Entertain.**

Events DC is the face of conventions, sports, entertainment and cultural events within our nation's capital. As the official convention and sports authority for the District of Columbia, Events DC leverages the beauty, history and diversity of the most powerful city in the world to attract and promote an extensive variety of events, resulting in amazing experiences for residents and visitors alike, and generating economic and community benefits for the city.

Our success comes by focusing on divisions that reflect three lines of business: Conventions and Meetings, Sports and Entertainment, and Special Events, where we make a range of strategic investments in the region's marquee sports, entertainment and cultural properties. Each division is driven by the desire to bring stellar events to Washington, DC by providing superior customer service to our clients and visitors.

### **SUMMARY DESCRIPTION**

The Director of Sales for the Sports and Entertainment Division (SED) will drive new business and maximize renewal revenue streams in an effort to meet and or exceed divisional goals. The incumbent will partner with all necessary organizational departments to service, activate, and deliver on all strategic objectives across SED. The incumbent will partner with customers to understand their business needs and objectives while effectively communicating the value proposition through proposals and presentations. The incumbent will develop key growth sales strategies, tactics, action plans, direct short-term sales plans, and customer appreciation programs to support sales and will further the business objectives of Events DC. This position reports to the Senior Vice President & Managing Director for Sports and Entertainment.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

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

- Develops and implements overall strategic sales plans to achieve corporate goals and objectives
- Directs sales forecasting activities and sets annual and quarterly performance goals
- Develops, maintains, and enhances a positive and effective image of Events DC through building relationships with customers, vendors, and industry partners
- Maintains an active interface with peer professionals, industry professionals and groups involved in programming and planning events
- Represents Events DC at local, regional and national trade association meeting
- Attends major industry meetings such as TEAMS and IEG
- Participates on industry association committees and panels

- Assists sales staff with maintaining relationships and negotiating contracts by meeting with key clients and closely supporting sales staff
- In concert with the SED Director, Communications & Marketing establishes a comprehensive marketing plan that includes printed collateral materials, on-line tools, customer newsletters, special events, advertising and other promotional programs
- Develops and recommends product and service positioning, packaging, and pricing strategy, to produce the best overall results for Events DC
- Supports Director, Corporate Partnerships in developing sponsorship proposals based on potential sponsors' marketing needs and the events hosted in Events DC venues
- Recommends or approves budget, expenditures, and invoices for the Sales component; analyzes and controls expenditures to conform to budgetary requirements as outlined by the Senior VP and Managing Director
- Ensures effective control of sales results and takes corrective action to guarantee that achievement of sales objectives fall within designated budgets
- Prepares a variety of reports for the Senior VP and Managing Director, the President and CEO, and/or Events DC's Board of Directors, concerning sales activities of the SED, as necessary
- Recruits, interviews, selects, evaluates, rewards, coaches and counsels sales personnel
- Analyzes venue sales data to formulate sales goals and policies for the SED
- Develops sales strategies and annual activity plans; sets priorities; formulates budget requests; and monitors expenditures

### **SKILLS, KNOWLEDGE AND ABILITIES**

- Extensive knowledge of the sports and entertainment industry, destination marketing and venue sales
- Expertise in the development of sales plans including the identification of target markets, customer segmentation and customer outreach
- Broad knowledge and experience in event marketing, media, promotions, sports marketing, etc.
- Strong presentation skills (written and verbal)
- Ability to manage calendar of events to ensure maximum space utilization
- Demonstrated interpersonal, networking, negotiating, and closing skills
- Knowledge of the principles, practices and procedures for sales, marketing and public relations
- Ability to express ideas and convey information effectively, both orally and in writing
- Superior analytical, research and attention to detail in order to produce a broad range of reports and plans

### **CORE COMPETENCIES (Director)**

- Job Knowledge and Technical Expertise
- Leadership
- Human Capital
- Strategic Thinking
- Operational Effectiveness
- Financial Awareness
- Entrepreneurship
- External Strategic Awareness

### **ADA ESSENTIAL FUNCTIONS**

- This job operates in a professional office setting. This role uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines to perform day to day duties and activities.
- 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.
- While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms.

## MINIMUM QUALIFICATIONS

- Bachelor's degree (B.A.) from a four-year college or university
- Five (5) or more years of related experience in sales, marketing, and/or public relations, preferably sports and/or entertainment sales experience;
- Three (3) or more years in a management position and/or training; or equivalent.

## REQUIREMENT

- All positions require candidates to successfully complete our background screening process.

**In an effort to protect our environment from paper waste all candidates must apply on-line on our website:**

**<http://careers.wcsa.com/employment/application.aspx>**

Computers are available in the Labor and Contractor Office (Access Control) at 1116 7th Street NW  
Monday – Tuesday and Friday – 7:00 a.m. – 11a.m.  
Wednesday and Thursday – 8:30 a.m. – 3:00 p.m.

**Washington Convention & Sports Authority T/A Events DC  
Human Resources Department  
801 Mount Vernon Place, NW  
Washington, DC 20001**

**All candidates will be considered without regard to race, color, religion, sex, age, national origin, marital status, disability or sexual orientation.**