



Opening Date: 3/1/19

Closing Date: Open Until Filled

## **Vacancy Announcement #33-19 Director of Business Development, 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 Business Development drives the company's event attraction efforts for our destination. The incumbent will drive the company's business through identifying, researching and developing new opportunities while building and expanding the presence of Events DC as the leader of sports, entertainment, and special events in Washington, DC. The incumbent will develop a growth strategy focused on attracting high profile sports and entertainment events to Washington, DC while building long-term relationships with national and international governing bodies, the NCAA, specific NCAA Conferences, the NHSAA and other event organizers. The incumbent's responsibilities include coordinating bids and proposals to attract new sporting events to the District; conducting research on sports-related teams, events, activities and/or venues; and managing/coordinating other special projects for the Sports and Entertainment Division (SED) of Events DC. This position will report to the Senior Vice President and 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.

- Coordinates with internal resources and external stakeholders to identify viable, high profile sporting events to attract to Washington, DC
- Ensures that event attraction efforts are in-keeping with divisional and organizational strategy and vision
- Coordinates city-wide and/or regional bids and proposals for the District to host sporting events (e.g. NCAA Championships, Olympic sports, international sporting events, sports conventions, etc.)
- Coordinates with local/regional stakeholders to organize and implement local organizing committees to host events that have been successfully secured for the destination

- Supports SED Sales Team in developing proposals to attract large scale entertainment and other special events to the RFK Stadium/DC Armory Campus (e.g. concerts, festivals, cultural events, etc.) and the St. Elizabeth East Campus, specifically those that employ an RFP process
- Works closely with Destination DC (the District's convention and visitors bureau) to support event attraction bids and proposals
- Develops and maintains strategic partnerships with businesses, universities, professional sports franchises and community organizations in connection with special events and designated citywide event-related initiatives
- Conducts/coordinates economic impact analyses for sporting and entertainment events held in the District
- 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 meetings, attends major industry meetings
- Participates on industry association committees and panels
- Meets with key clients, assisting sales staff with maintaining relationships, and negotiating contracts
- Performs other duties as assigned by management

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

- Experience drafting and preparing bids and proposals, preferably for sports and entertainment events
- Project management experience
- Extensive knowledge of the sports and/or entertainment industry, and destination and/or venue sales
- Experience in the development of strategic/sales plans including the identification of target markets and customer outreach
- Ability to accomplish a broad range of tasks with limited supervision
- Demonstrated interpersonal, networking, negotiating, and closing skills
- Excellent strategic and creative thinking with particular emphasis on evaluating new opportunities
- Ability to convey information effectively, both orally and in writing
- Ability to understand and follow oral and written instructions
- Ability to plan, implement and effectively coordinate with multiple parties (internal and external) to achieve major projects goals within stringent time constraints
- Experience in statistical analysis
- Excellent analytical and problem-solving skills
- Ability to effectively utilize the Microsoft Office Suite, including Word, Excel and Power Point

### **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 and 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 sports and entertainment sales, marketing, and/or research.

## **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.**