

SPORTS AND EVENTS PROGRAM MANAGER

Overview

Reporting to the Director of Tourism, the successful candidate will work closely with internal and external partners across the region to attract, evaluate, secure, retain and report on sport and event prospects. This position will manage new opportunities and work with existing events that have the potential to grow and attract visitation. The Sports and Events Program Manager is expected to identify sport, and recreation initiatives and oversee strategic planning and implementation.

Job Summary

Duties may include but are not limited to the following:

- Manage sport, entertainment and cultural event clients or prospects
- Managing a budget and resources and identifying potential opportunities for external funding
- Create, maintain and strengthen relationships with regional and national sport and event rights holders and organizations.
- Manage an active sales funnel through consistent prospecting, follow ups, lead tracking, and research.
- Facilitate collaborations with relative teams at the RMWB, Venues, hotels, local sport organizations and event producers.
- Attend local, regional and national meetings, seminars and conferences
- Evaluate and monitor activities, events and projects using performance indicators (KPI's)
- Conduct, gather and utilize client, industry, market research and intelligence
- Maintain records and produce written reports.
- Create customized proposals and bid books showcasing the advantages of Fort McMurray Wood Buffalo as a host destination.
- Provide operational and administrative support for the department.
- Ensure all work activities, leads, accounts, contacts and projects are recorded in the CRM

Education/Experience

- A Bachelor's Degree in Sports Science, Physical Education or other relevant discipline (preferred)
- A minimum of 4 years' experience with business development and client relationships at a sport organization, event agency, or venue.
- Strong understanding of the advantage of sport and event attraction for a destination
- Strong organizational skills in order to manage multiple projects and deliverables at once in a fast pace environment
- Ability to travel occasionally and hold a passport (or have the ability to obtain a passport)
- Ability to provide a Criminal Record Check for review and acceptance.
- Valid Class Five (5) Operator's License required as incumbent will be required to operate a personal or municipal vehicle for business use on a regular basis.
- Ability to provide clean driving abstract

Knowledge/Skills

- Knowledge of sports, entertainment, and cultural live event industries
- Demonstrate established knowledge of tournament organizers, event rights holders, sport and entertainment associations, and others
- Ability to positively influence business goals and strategies as set by FMWBEDT
- Effectively evaluate and communicate data driven insights and business recommendations to internal and external stakeholders
- Strategic thinker with the ability to manage multiple projects under deadlines and in complex and fluid business environments
- Demonstrate the ability to organize and plan account management for clients
- Able to deal with rapidly changing priorities and business circumstances
- Foster and maintain strong strategic relationships
- Strong organizational, planning, and administrative acumen
- Manage a financial budget for the business unit

SAFETY:

- As an employee of the Fort McMurray Wood Buffalo Economic Development & Tourism (FMWBEDT), the incumbent is responsible and accountable for knowing and working in accordance with the Health and Safety Directive. As per section 2 of the Occupational Health and Safety Act, the incumbent shall ensure while in the employ of the FMWBEDT the health and safety of employees, contractors and the public.
- This position is not employed in a supervisory capacity. As such the employee is not required to obtain additional safety training in accordance with procedures and directives.

WORKING CONDITIONS:

- Working in an office environment with frequent interruptions, a high degree of discretion must be used due to the confidentiality of work. Duties may require the use of a personal or company vehicle for business travel purposes.

OTHER REQUIREMENTS:

- A valid Alberta Operator's License is required as incumbent will be required to operate a personal, FMWBEDT leased, or rental vehicle for business use on a regular basis.
- License Required: Class Five (5)

To apply, copy and paste the following link into your browser:

<https://ca.indeed.com/cmp/Wood-Buffero-Economic-Development-Corporatiojn/jobs?jk=b66394003f7ee0fd&q=&l=Fort%20McMurray%2C%20AB&start=0>