

Executive Director of the Henrico Sports and Entertainment Authority



General Summary of Classification:

Promotes the County's visibility as a premier location for hosting sporting and related events; manages the County's efforts to increase revenues generated through increased hosting of community, youth, amateur and professional sports tournaments and related events; locally, regionally and nationally markets County-located sporting venues, assets and infrastructure (hotels, dining, accessibility, etc.) that make the County an ideal host location; identifies and recruits sports tournaments and events to the County; manages various contracts and leases; serves as the County's liaison for collaborations with existing local organizations' sporting tournaments and events; and performs other duties as assigned.

Examples of Primary Tasks, Duties and Responsibilities (TDR):

NOTE: This is not a job description. The following examples are intended to be illustrative of the nature and scope of TDR that are typically assigned to positions in this job classification. Examples below are not all comprehensive. Actual assigned TDR may vary based on operational needs.

- Collaborates with local, regional, national, private and public-private organizations, private entities and event groups to enhance existing and create new sports facilities and sporting events to benefit County revenues, local businesses and communities, and to manage related contracts and leases;
- Generates economic and community benefits through the promotion of businesses, entertainment, community and cultural activities (infrastructures) surrounding local sporting event venues;
- Initiates, plans, implements and reviews a domestic and international marketing program of targeted expansion of the County's visibility as a destination location for sporting events of all sizes;
- Oversees the marketing, growth and progression of increased sports tourism and engages in negotiations to attract, retain and expand the number of sporting events and related activities;
- Builds and maintains strong working relationships with the County Board of Supervisors, County Manager, County staff, assigned staff, local and regional stakeholders and partners for effective growth and retention of sporting events;
- Works with Richmond Regional Tourism and Virginia Tourism to promote event s within the County;
- Manages leases and maintenance requirements for approved facility partnerships within the County including the aquatic center, sportsplex, Belmont Golf Course, and new facilities as approved and assigned;
- Manages the approved budget and day-to-day operations and staff of the County's Sports Authority;
- Performs other duties as assigned.

Knowledge, Skills and Abilities (KSA) Typically Required:

- **Occupation-specific:** Excellent knowledge of community, youth, amateur and professional sporting event management; excellent marketing and negotiation skills with a proven success record in attracting and retaining a wide array of sporting events; demonstrated track record of executing business deals, managing resources, and public incentive negotiations that have resulted in successful sporting events and advantageous results for stakeholders.
- **Interpersonal, Communication and Customer Service:** Experience developing and maintaining sound working relationships with local, state, regional appointed/elected officials, business and community leaders, and other event related partners and stakeholders, as well as a diverse array of community, youth, amateur and professional sports management persons; ability to communicate and interact professionally with diverse target audiences of relevant stakeholders; excellent collaborative skills with an ability work independently and as part of a team.
- **Decision-making and Authority:** Manages the budget, marketing initiatives, negotiations, local resource involvement. Collaborates with a diverse array of stakeholders with competing priorities and successfully manages related negotiations.
- **Leadership:** Serves as the primary point of contact and County representative; day-to-day management of the Authority.
- **Environment:** Typically works in an office setting; may be required to work in a wide array of indoor and outdoor locations and weather conditions; may be required to travel extensively as needed.
- **Physical:** Visual and hearing acuity sufficient to engage in effective marketing, negotiations and collaborations. Physical ability sufficient to perform assigned duties in a wide array of duty-related locations as needed.

Minimum Education and Experience:

Education: Four (4) year degree in a relevant field, relevant master's level degree preferred;

Experience: Ten (10) years of highly visible senior leadership, public or private sector, in the management of community, youth and amateur sports programs, amateur and/or professional tournaments and related contracts, events, negotiations;

OR: Any equivalent combination of experience and training which provides the necessary knowledge, skills and abilities.

Other Requirements (License, Certifications, Training, etc.):

- Valid driver's license to perform assigned duties at various locations.
- May be required to travel and work a flexible or on-call schedule.
- Criminal history record check and fingerprinting of all employees in authorized and hourly safety sensitive positions.
- Successful completion of NIMS ICS 700. Additional NIMS ICS training courses may be required.

NOTE: This is a class specification and not an individualized position description. A class specification defines the general nature and scope of duties and responsibilities of positions in a job classification Class specs are not intended to describe and does not list all of the job duties and responsibilities that may be assigned to a specific position in a job classification.