



POWERED BY

Buncombe County Tourism  
Development Authority

**Job Title:** Director of Sports, Film & Entertainment  
**Reports to:** VP of Business Development  
**Department:** Business Development  
**FLSA Status:** Exempt

### **Who We Are:**

Explore Asheville is the official destination marketing and management organization for Asheville and Buncombe County, one of the most vibrant destinations in the southeast. Explore Asheville is powered by the Buncombe County Tourism Development Authority, a public authority that has been investing in and building community since 1983. The authority has committed \$96 million to more than 50 community capital projects including sports facilities and venues.

### **Position Summary:**

In this newly created role for Explore Asheville, the Director of Sports, Film & Entertainment will be responsible for the strategic leadership to attract and retain profitable sports, film and entertainment related business opportunities for Asheville and Buncombe County. The primary mission of this experienced and proactive sales executive will be to achieve individual goals, contribute to team goals and work collaboratively with internal team members, external stakeholders, and key customers to positively impact direct spending, hotel roomnights, venue and location revenue, and exposure for the destination. The position will develop and manage an annual budget for sports, film and entertainment in concert with the Vice President of Business Development and often collaborate with Explore Asheville's marketing and public relations team.

### **Essential Duties & Responsibilities:**

#### Sports

- Research, prospect and generate new business in the sports market to achieve annual goals while developing enough tentative business to support future bookings.
- Evaluate potential sports-related business opportunities for their ability to generate direct spending, hotel roomnights, align with existing facilities and destination priorities, as well as potential exposure and legacy benefits for the community.
- Provide community partners with the necessary information in leads that will enable them to properly evaluate and correctly bid on new sports groups and events.
- Make proactive sales trips and attend specific conferences, tradeshow, sales missions and networking events to promote Asheville and Buncombe County as a sports destination.
- Prospect for new business through managing relationships with third party partners, researching databases and directories.
- Coordinate and conduct site inspections for visiting organizations showcasing hotels, venues and facilities, attractions and community partners important for converting new business.

- Compile comprehensive bids, create compelling proposals and make effective presentations to clients, groups and committees to secure and retain events.
- Act as an ethical broker in planning and negotiating between event owners/rights holders and local stakeholders when necessary.
- Continually increase and maintain qualified client database in the Simpleview CRM system. Compile production reports and economic impact reports.
- Work closely with local community partners at venues, facilities, hotels, universities and colleges, sports organizations and service providers to ensure the success of related groups and events.
- Maintain a working knowledge of all hotels, sports facilities and venues, attractions and services in the area.
- Create or participate in committees necessary to support the success of sports groups and events.

### Film & Entertainment

- Attract film production business and entertainment events to Asheville and Buncombe County by pitching its advantages to studios, production companies, and other media production projects.
- Develop and maintain relationships with filmmakers, producers, and studio executives to strengthen Asheville's reputation as a film-friendly community and increase the economic impact of the film and entertainment industry in Buncombe County.
- Evaluate film and entertainment-related business opportunities for their ability to generate direct spending, hotel room nights, alignment with local locations, venues, talent and production crews, destination priorities, as well as potential exposure and legacy benefits for the community.
- Proactively prospect and recruit new business through targeted sales calls and participation in film, music and entertainment industry conferences and sales calls.
- Collaborate with community partners to compile and maintain a database of local film-related businesses, crew, talent, services, facilities and equipment in the County, and promote their use to international, national, and local filmmakers.
- Work closely with local municipal partners, film workforce, music industry and location representatives to ensure successful projects for customers and community.
- Partner with state and regional film offices as necessary.

### Team Leadership

- Prepare budgets, develop methods for tracking, and prepare/analyze reports. Monitor/approve contractor performance.
- Accountable for the day-to-day workload and contribute to a cohesive, effective, and accountable team in alignment and consistent with Explore Asheville's values. Actively participate in team meetings and initiatives.
- Lead and/or participate in meetings/planning/initiatives to support strong workplace culture and successful performance/execution of organizational strategy. Elevate and solve issues, support change, and ensure the maintenance of productive processes.
- Represent Explore Asheville/BCTDA at meetings and industry functions and before the public. This may include making presentations to a wide range of groups.

### **Other Responsibilities:**

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice. There may be times where this

position is asked to help other team members with their work, completing tasks outside of this description.

**Qualifications:**

- Bachelor's degree from an accredited institution with a minimum of 8 years of experience in progressively responsible positions in sports and/or entertainment field. Major coursework in sports, marketing, sales, film, business, or other related field -OR- any combination of education, coursework, and/or technical training necessary to meet position requirements.
- Strong track record in sales and achieving or exceeding goals.
- Strong knowledge of nonprofit financial reporting, with experience in fundraising and negotiating sponsorships a plus.
- Demonstrated experience in working with university athletic and performing arts venues.
- Proven experience in negotiating contracts and agreements with sports and entertainment organizations from amateur, university and professional organizations to film production and television companies.
- Hands on experience with CRM systems, budgeting and planning, and public speaking is required.
- Commitment to delivering measurable results and achieving established goals.
- Excellent interpersonal, written/verbal communication, organization, planning, and budget management skills.
- Must possess excellent communication skills, both written and verbal, and the ability to establish and maintain effective working relationships with co-workers, subordinates, and the events industry.
- Appreciation for Buncombe County's tourism community.
- Must be able to use sound judgment and discretion.
- Well-organized, self-motivated, and comfortable in a fast-paced environment.
- Proficiency in Microsoft Office Suite.
- High attention to detail.

**Top Priorities:**

- Transition current and prospective sports groups/events from Explore Asheville Senior Sales Manager who carries sports as one of several vertical markets.
- Understand Explore Asheville sales processes and protocols.
- Establish relationships with key area stakeholders and clients in sports, film and entertainment.
- Evaluate specifications, need times and booking priorities for all sports facilities.
- Get to know film locations and evaluate sales and marketing materials needed.

**Physical Environment & Working Conditions:**

The work environment and 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.

- Work involves working alone on the computer, collaborating as part of a team, or working closely with others by computer or over the phone.
- Most work tasks are performed indoors.
- Must be able to sit or stand at a desk for up to 7.5 hours per day.

- Requires grasping, writing, being mobile, repetitive motions, listening and hearing ability and visual acuity.
- Attendance of outside work functions after hours is required.
- Position is expected to spend time in the community on a regular basis.

**Travel:**

Up to 25% travel. In addition, some local travel, generally within Buncombe County, is required, but not extensive. Must have a valid driver’s license, current automobile insurance and own or have access to an automobile when needed.

**EEO Statement:**

Explore Asheville provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by applicable federal, state, or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

Explore Asheville strives to be an inclusive and equitable organization. We are actively seeking a diverse pool of candidates from a variety of abilities, backgrounds, and cultures.

**About Explore Asheville:**

The Buncombe County Tourism Development Authority (BCTDA) oversees the work of the Explore Asheville Convention & Visitors Bureau, which develops and carries out advertising, marketing, public relations, and group sales plans to inspire leisure and business travelers to visit Asheville and Buncombe County. In 2021, the BCTDA adopted strategic imperatives that are informing and guiding the direction of Explore Asheville’s program of work and community investments going forward. These strategic imperatives include:

- Delivering balanced & sustainable growth
- Encouraging safe & responsible travel
- Engaging & inviting more diverse audiences
- Promoting & supporting Asheville’s creative Spirit

In addition, the Explore Asheville staff has adopted and embraced the following core values:

- Innovate & Evolve – We seek out new ideas and are open to change.
- Leadership & Collaboration – We focus on the truly important priorities to make the most positive impact.
- Equity & Empathy – We respect and embrace differences recognizing real progress requires inclusion.

**What we offer:**

Explore Asheville offers a competitive benefits package that includes a Paid Time Off program with 19 days to start, 11 annual paid office holidays, employer-provided medical, dental, vision, life, short-term disability and long-term disability insurance, plus 401k with a company match, and employee wellness benefits.

**Salary Range: \$95,000 – \$110,000**