

**Columbia County
Board of County Commissioners
135 NE Hernando Avenue, Suite 203
Lake City, Florida 32056**

Employment Opportunity

POSITION TITLE: SPORTS MARKETING DIRECTOR

This is responsible professional, administrative and supervisory position organizing, directing and promoting a comprehensive sports program. Work involves developing and administering a budget and planning, developing, organizing, supervising and managing comprehensive sporting events. Work is performed under the general supervision of the Administrative Manager but the employee must exercise considerable independent judgment in carrying out assignments. This position is a part time temporary job.

MAJOR FUNCTION:

Organize, promote and advertise sporting events and tournaments for the County.

Routine administration for managing complex projects and resources.

Oversee, manage and control finances allocated for community activities.

Prepares program reports for Tourist Development Council (TDC) board members and higher level supervisors.

Develops policies and procedures for the program's operation in conjunction with the Tourist Development Director.

Produce promotional literature, reports and event materials, and liaising with marketing and media organizations both locally and nationwide.

TRAINING AND EXPERIENCE:

Bachelor's degree in sports management, business, advertising, marketing, or a related field and two years of professional experience that includes recreation administration or administration of a recreational program; five or more years of experience in marketing of sports related activities or an equivalent combination of training and experience as stipulated above.

KNOWLEDGE, SKILLS AND ABILITIES:

Thorough knowledge of current practices, principles and regulations of sports programs on the County level.

Knowledge of federal, state and local regulations related to sporting programs.

Ability to develop and implement operating policies and procedures.

Ability to establish and maintain a good working relationship with the public, contractors, local business owners, their employees and Constitutional Officers.

Ability to attain proficiency in the operation of computer software and related programs.

Ability to communicate effectively, both orally and in writing and to prepare and organize written reports and budgets.

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KNOWLEDGE, SKILLS AND ABILITIES: (Continued)

Ability to generate necessary paperwork in accordance with state and local ordinances.

Ability to plan, organize and manage time.

Ability to supervise staff.

Knowledge of how to promote sporting events through social media and ability to develop and maintain a webpage.

SALARY: \$27,851.00 plus benefits

DEADLINE FOR RECEIVING APPLICATIONS March 7, 2014

Each applicant is required to submit a complete County Application for Employment.

Successful applicant must be able to pass a pre-employment physical and drug screening.

Applications should be submitted to:

**HUMAN RESOURCES OFFICE
COLUMBIA COUNTY BOARD OF COUNTY COMMISSIONERS
Post Office Box 1529
Lake City, Florida 32056-1529
(386) 758-2123: TDD (386)758-2139
AN EEO/AA/VP/ADA EMPLOYER**

ESSENTIAL FUNCTIONS:

Work with students or young people.

Liaising with local sports councils, regional committees and national governing bodies.

Consult with clients, members, the community and local sporting organizations;

Advise sports clubs on areas such as organization and regulations.

Managing and develop budgets.

Coordinate with sports organizations on raising sponsorships, funding and promotions.

Creating or commissioning research, and collating, mapping and monitoring data.

Prepare presentations to grant-making bodies and/or relevant authorities.

Manage, supervise and train staff.

Set up and supervise running of an office.

Support colleagues to encourage and develop sports in the local, regional, national or international community.

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ESSENTIAL FUNCTIONS: (Continued)

Serve on regional and national government think tanks and task groups.

Participate in the resolution of political and ethical issues, such as conflicts of interest between partner organizations and breaches of regulations.

Reviews reports and records of program activity to ensure progress is being accomplished towards specified program objectives.

Develops, manages and maintains the local web pages site, Facebook, Twitter, and other social media platforms.

Ensures efficient and effective daily operations of the program, including monthly reviews of the TDC budget and submitting approved purchase orders in a timely fashion and in accordance with county purchasing guidelines.

NON ESSENTIAL FUNCTIONS:

These functions are not to be construed as a complete statement of all duties performed.

Employees will be required to perform other job-related duties as assigned.

WORK ENVIRONMENT:

This position requires the mobility and flexibility to attend meetings and events outside of the office and outside of normal working hours. Work may be performed indoors or outdoors.

Outdoor tasks may be performed under varying weather conditions including heat, cold, and humidity. Ability to travel for periods up to 5 or more days for conferences, training and development of sports programs.

ESSENTIAL PHYSICAL SKILLS/DEMANDS:

Acceptable eyesight (with or without correction).

Acceptable hearing (with or without correction).

Ability to communication both orally and in writing.

Heavy (up to 50 pounds) lifting.

Walking, standing, bending, stooping, climbing, reaching.

Sitting and manual dexterity.

PROFESSIONAL LICENSES: Valid Florida Driver's License.

Columbia County residency required within six months of date of employment.