

STOCKTON

— STOCKED FULL OF FLAVOR —

Director of Sports & Tourism Development Visit Stockton
Stockton, California (Northern California/Central Valley)



About Stockton, CA:

Stockton is the county seat for San Joaquin County. The City of Stockton continues to be one of California's fastest growing communities. Stockton is currently the 11th largest city in California with a dynamic, multi-ethnic and multi-cultural population of over 320,000. It is situated along the San Joaquin Delta waterway which connects to the San Francisco Bay and the Sacramento and San Joaquin Rivers. Stockton is located 60 miles east of the San Francisco Bay Area, 83 miles east of San Francisco, and 45 miles south of Sacramento, the capital of California. Stockton has an [airport](#) offering service to Phoenix and Las Vegas (on Allegiant Airlines). Visitors may also fly into Sacramento, Oakland or San Francisco.

In the mid-2000's Stockton underwent a tremendous economic expansion and continues to aggressively revitalize its downtown. Projects in the downtown area along the waterfront include an indoor arena, baseball stadium and waterfront hotel. The Bob Hope (Fox) California Theatre, listed on the National List of Historic hosts live performances regularly. The arena is home to the [Stockton Kings](#) (NBA G-League) basketball team, the [Stockton Heat](#) (AHL) Hockey team, as well as year-round family and cultural events and concerts. Adjacent to the Stockton Arena is the Stockton Ballpark, home of the [Stockton Ports](#) Single A Baseball Team (Oakland A's affiliate).

Stockton offers an excellent quality of life for its residents. The City has a number of beautiful residential communities along waterways, with single-family homes costing about half the price of homes in the Bay Area. With over 100,000 trees, Stockton has been recognized by *Sunset Magazine* as the "Best Tree City" in the western United States. In 1999, 2004, 2015, 2017, and 2018, Stockton was designated an All-America City by the National Civic League. In 2019, US News & World Report voted Stockton the "Most Diverse City in America."

Stockton also has outstanding recreational opportunities. Stockton is within close proximity to world famous scenic attractions including the California Coast, San Francisco, Lake Tahoe and Yosemite National Park. The community offers many local recreational opportunities such as professional sports teams, an olympic size ice rink, and the California Delta, which provides access to thousands of miles of waterways for water skiing, sailing, fishing and other water activities. There are also many opportunities to enjoy music, theater, dance, literary events, and other cultural and entertainment activities throughout the year. The city also boasts the 90+ year old [Stockton Symphony](#), a nearly 70 year old [Stockton Civic Theatre](#), and the 90 year old [Haggin Museum](#).

Stockton is home to several well known higher educational institutions including the [University of the Pacific](#), California State University Stanislaus-Stockton, San Joaquin Delta Community College, Humphreys University and School of Law, as well as a variety of private and vocational schools.

ABOUT THE ORGANIZATION:

Visit Stockton (formerly known as Stockton Convention & Visitors Bureau) is charged with the promotion and marketing of the city of Stockton as a meetings, events, and travel destination. Our promotional efforts are focused on driving additional tax revenue to our community to directly benefit our local residents' quality of life. Visit Stockton believes its residents come first, and we continually strive to grow resident pride and enhance the image of our city. We believe that a city that residents believe in, will be a city that will drive future business investment and convert visitors into future residents to further grow a diverse and talented workforce.

Visit Stockton is a 501c6 non-profit trade organization funded by the collection of an assessment paid by guests to Stockton lodging establishments (Stockton Tourism Business Improvement District).

Vision Statement

Stockton is widely respected as a diverse and welcoming community, providing unique and authentic experiences and opportunities for all.

Mission Statement

Visit Stockton is dedicated to enhancing the region's Quality of Life by collaboratively leading the promotion of our richly diverse community and advocating for initiatives that will enhance the city's Quality of Place.

Organizational Values:

Accountability: We practice accountability as an organization and expect it from team members individually; We establish clear agreements, explaining the what and the how, and provide feedback on those agreements.

Have Fun: We enjoy what we do; We remember that our industry is about celebrating our city and the relationships we build.

Excellent Service: We provide excellent service to stakeholders, visitors, and our community; Excellent service = personalized service that will enhance one's experience in the destination.

Giving Back: We give back to those in need in our community; We do this to better understand the community, connect to it, and help it reach its highest potential.

Learn & Improve: We are risk takers; We learn from our mistakes; We strive for growth personally and professionally via feedback and education; Our growth leads to innovation which makes us better able to fulfill our mission.

VISIT STOCKTON SPORTS EVENT HISTORY:

Confirmed Sporting Events to Be Hosted in Stockton for 2022:

- Feb: CIF Sac-Joaquin Section Wrestling
- March: American Cornhole Organization National Tour Stop
- May: NCAA DII Women's Golf Regionals
- May: OTB Open Disc Golf Pro Tour
- May: NCAA DI Men's Golf Regionals
- May: West Coast Conference Baseball Championships
- June: USA Racquetball Junior Olympics

Recent Sporting Events Hosted in Stockton:

- Amgen Tour of California (2018, 2019)
- NCAA DI Men's Golf Regionals (2018)
- USA Racquetball Junior Olympics (2015, 2017)
- NCAA DI Women's Basketball Regionals (2017)
- NCAA Men's Water Polo National Championships (2019)
- USTA Stockton Challenger (Tennis) (2015-2018)
- California Collegiate Athletic Association Championships (Golf, Baseball, Softball, Basketball) (Multiple years)
- USTA Baton Twirling National Championships (2014, 2022)
- American East Field Hockey Championship (2016)
- Professional Disc Golf Association US Masters (2016)
- USA Water Polo Golden State Invitational (2016-2019)
- ASA Softball 10u Nationals (2016)
- West Coast Conference Baseball Championships (2013-2019, 2022)
- West Coast Conference Golf Championships (2019)
- USA Roller Sports Roller Derby National Championships (2014)
- World Baton Federation Pan-Pacific Cup (Internationals Baton Twirling) (2017)



POSITION OVERVIEW

Visit Stockton is seeking an ambitious, team-oriented sales professional with a passion for sports, who is experienced in leading teams and developing strategies focused on achieving data-driven results. We love to have fun, take risks, and be bold. If you are passionate about sports, sports marketing, event logistics, and event management, Visit Stockton is the home for you. Stockton has a long history of hosting amazing sporting events, and we have a fantastic relationship with our university and the local sports community.

The Director of Sports & Tourism Development is part of the Leadership Team and reports directly to the CEO. The team member is responsible for all aspects of the sales and services for bring high-quality, room night generating sporting events, tournaments, and championships to Stockton. While the primary focus of this position is sports, this position also helps to bring non-sports related events to Stockton by developing group business leads and creating opportunities for Stockton hotel partners. This Director manages and mentors the Events Services Admin.

This job description is an overview of the responsibilities that will need to be performed by the Director of Sports & Tourism Development. In no way does it state or imply that these will be the only duties the employee will be asked to perform.

Responsibilities include:

- Execute sports sales strategy, ultimately attracting new sporting events to Stockton
- Responsible for the soliciting and confirming sporting events & tournaments on a national, regional, and state level for Stockton area venues and facilities, with a primary focus on securing hotel room nights for the city.
- Build relationships with key industry, collegiate, and local sporting event planners.
- Review requirements, needs and budgets in RFPs of potential sporting events and determine if Stockton is a possible host.
- Work closely with the CEO to evaluate event ROI, potential financial support and resources needed to successfully host the event.
- Develops custom proposals and bid presentations as a response to RFPs addressing client specifications for hotel accommodations, transportation requirements, and site location for sporting events.
- When necessary, helps organize Local Organizing Committees for hosting tournaments and events.
- Promote good will toward the organization among partners, area hotels and motels, the community at large and fellow team members.
- Send sales leads to hotels/motels advising them of dates and requirements of potential group events in the city.
- Works closely with marketing team for brand consistency and to elevate the sports marketing efforts.
- Provide support and logistical assistance to event organizers in the planning and conducting of their athletic related events held in Stockton.

- Develop, grow, and manage and event volunteer program.
- Attend industry trade shows and conventions to represent and sell Stockton as a destination.
- Tracks all efforts and manages sales contacts in iDSS database.
- Maintain a well-informed, working knowledge of all athletic and event facilities, both private and public, available in the area to customers and acts as liaison between these entities and the customer.
- Attend hosted events to ensure event is running smoothly and to ensure repeat business.
- Grow, develop, and manage the development of the Stockton Sports Foundation.
- Assists in the development of sports business goals and objectives for the Visit Stockton budget and marketing plan.
- Oversees preparation of post event, post tradeshow, and other event reports.
- Research best practices, new opportunities, and trends on a regular basis and shares information with internal team and partners.
- Participates in various industry organizations and activities to maintain positive relationships and awareness of the city of Stockton and Visit Stockton.
- Assists with special projects as assigned by the CEO.
- Evaluates and counsel's subordinates regarding discipline and other problems.
- Completes performance evaluations on subordinate employees.
- Maintains a well-informed working knowledge of the attractions and services available in the area to visitors.
- Assists with general office duties and marketing fulfillment as needed.
- Performs other tasks as assigned.

Skills Needed:

- Education: Degree in sports management, marketing, hospitality, journalism, public relations, advertising, business administration, or related field.
- At least 4 years' experience in event management, bid development or sports marketing or an equivalent combination of education, training, and/or experience.
- Excellent writing skills including a strong command of grammar, usage, and vocabulary.
- Experience in leading highly effective teams.
- Skilled in responding to RFPs and creating bid proposals.
- Skilled in establishing and maintaining effective working relationships with employees, management, outside agencies, and the media.
- Skilled in organizing workflow and managing multiple projects.
- Proficient in the use of computers and related equipment, hardware, and software applicable to area of assignment, specifically Microsoft Office suite.
- Advanced user knowledge of the following software, sufficient for performing direct tasks as well as training others to use: CRM System (Customer Relationship Management)/web-based database programs, Outlook, MS Teams.
- Ability to work under deadlines and stressful situations.

- May be required to work extended hours, evenings, and weekends.
- Ability to define and resolve problems quickly and effectively.
- Ability to write clear, concise reports and business correspondence.
- Strong analytical abilities, visual, and aesthetic sense.
- Well-organized, self-motivated, and proactive.

Physical/Sensory/Cognitive Requirements to Perform Essential Job Functions

- Ability to sit at desk for 6-8 hours per day, if required.
- Ability to operate computer keyboard and view computer screen for 7-8 hours per day, if required.
- Ability to set up and tear down tradeshow booths, equipment, and marketing materials.
- Must be able to hear and converse via telephone and in person.
- Must be able to bend and stretch to reach file drawers.
- May be required to lift boxes and small equipment up to 50 pounds in weight.

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as assigned to meet the ongoing needs of the organization.

We are an equal opportunity employer, committed to supporting an inclusive environment. We understand that individual differences enrich our organization, strengthen our services, and help us to attract and retain top talent. All employment actions and decisions are made free from discrimination without regard to race, color, sex, (including pregnancy), age, national origin, ancestry, military service, arrest or conviction record, marital status, citizenship, sexual orientation, disability, protected veteran status, religion, genetics, gender identity, or any other characteristic protected by law.

We expect all employees and management to support and uphold the principles of equal opportunity and help to prevent workplace discrimination and harassment. Our commitment to diversity is also present in strong workplace policies that support integrity, trust and respect for one another, and prohibit discriminatory practices.

Digital Resources:

Website: visitstockton.org/sports/sports-facilities/

Facebook: Visit Stockton, Stockton Beer Week, Stockton Arts Week, Stockton Restaurant Week, Stockton Savings Pass

Instagram: @visitstockton

Twitter: @stocktonca

YouTube: youtube.com/VisitstocktonOrg

Compensation:

\$68,000 to \$78,000 per year, depending on experience.

Visit Stockton offers competitive benefits including full medical, dental, and vision insurance for the employee; a retirement match program; cell phone allowance; two week's paid vacation per year.

Anticipated Hire Date: As soon as possible. No later than January 2022.

Ready to Apply?

If you are excited to take a leadership role in our organization and your skills, talents, experience and education are a good match, we would love to hear from you.

Submit your resume to jobs@visitstockton.org.