

VICE PRESIDENT OF SPORTS DEVELOPMENT

VisitPITTSBURGH - SportsPITTSBURGH | Pittsburgh, PA (hybrid)





SportsPITTSBURGH

Welcome to the City of Champions!

About VisitPITTSBURGH

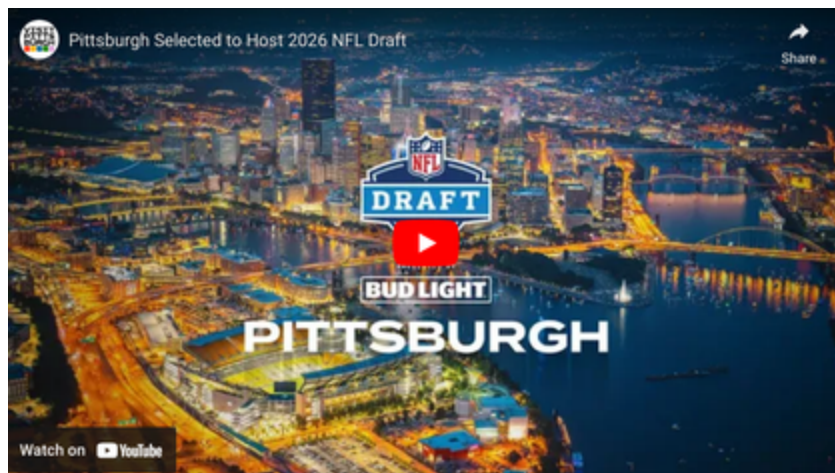
VisitPITTSBURGH is the tourism development organization dedicated to expanding the tourism economy across Allegheny County. The organization generates positive economic impact across the tourism verticals of business events, sports, and leisure travel. VisitPITTSBURGH achieves its goals, including ensuring the region has certain economic benefits through the combined efforts of all team members throughout the organization.

About SportsPITTSBURGH

SportsPITTSBURGH, the sports development division of VisitPITTSBURGH, is here to drive visitation and economic impact through hosting sports events in Allegheny County. SportsPITTSBURGH showcases Pittsburgh as the definitive destination for Iconic Sports Experiences.

Our team is designed to support and guide you in ways that will ultimately result in your sports event being a major success. The experience and expertise our team offers in bid planning, marketing, event operations, and many more aspects of the sports event process are second to none. We take great pride in playing a role in making Pittsburgh such a spectacular sports destination. From the moment you [choose Pittsburgh](#), we can offer a wide range of [events support services](#) to ensure the success of your event. Our world-class, [versatile facilities](#) and unmatched amenities will help create a wonderful experience for athletes, their families, and fans.

Pittsburgh will host the NFL Draft in 2026. Partnered with the Pittsburgh Steelers, Pittsburgh has officially been selected to host the NFL Draft! Pittsburgh, where mighty bridges stand for strength, progress, and innovation. Where three rivers meet in a golden triangle, forging a proud legacy of tenacity, grit, and determination. Steel City. The City of Champions. Birthplace of Legends. Powered by heart and soul, Pittsburgh is a place where football is not just a sport; it's a way of life. It's the perfect place to host the NFL Draft.



SPORTS TOURISM

Sports tourism has quickly gained traction over the years as a leading way for global destinations to drive visitation and economic impact.

SportsPITTSBURGH drives economic growth through the attraction and retention of sports events and competitions while developing a sense of shared community pride. When hosting an event, the team strives to enhance the local experience for our athletes, their families, and fans to encourage return visitation to Pittsburgh. As more destinations actively compete for traditional sports events, SportsPITTSBURGH is identifying and targeting new sports and competitions that closely align with Pittsburgh's sports culture and infrastructure.

We will leverage longstanding relationships in traditional sports, such as men's collegiate ice hockey, basketball, wrestling, and women's volleyball, while expanding our network of subject-matter experts in locally emerging and niche sports, such as boys' volleyball, women's ice hockey, flag football, rugby, cheer/dance; and events that activate our rivers, including boating and fishing. This diversified portfolio strengthens Pittsburgh's position as a top sports destination.

2024 by the numbers

- 53 future events booked.
- 103,000 room nights for future events booked.
- 16 future events and 61,800 room nights for future events booked at David L. Lawrence Convention Center.
- 55,033 room nights for hosted events.
- 201,567 attendees at hosted events.
- 8 events and 33,132 room nights for hosted events at David L. Lawrence Convention Center.





POSITION SUMMARY

The Vice President of Sports Development will lead and oversee the strategic functions of the organization, including the development and execution of strategic and annual business plans. This role requires a dynamic leader who can manage staff, attract and deliver sports-related events, and represent SportsPITTSBURGH at local and national events, all while ensuring fiscal responsibility and operational efficiency. The ideal candidate will excel under pressure, demonstrate exceptional communication skills, and foster strong relationships with key stakeholders to position Pittsburgh as a premier destination for sports tourism.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develop and oversee the strategic functions of SportsPITTSBURGH, including the strategic and annual business plans. This includes management of staff day-to-day activities, development of incentive compensation goals, and progress toward annual performance goals.
- Achieves goals in high-pressure situations.
- Oversee the Sports Development staff to attract, develop, and deliver sports-related events in the Pittsburgh region while supporting the overall staffing needs of VisitPITTSBURGH.
- Led the execution of major event hosting plans from the bid phase through post-event review, including committee recruitment, staff allocations, budget development, operational oversight, and post-event analysis.
- Serve as the first point of contact for media and corporate and governmental requests for information related to Pittsburgh's sports tourism industry. This includes presentations and participation in panels, interviews, and industry-specific research projects.
- Oversee the efficient and successful organizational operations of the vertical. This includes fiscal responsibility for the vertical, event budgets, and commitments through event subsidies.
- Adjusts sales strategies as necessary; reviews competitors' sales strategies and ensures the overall effectiveness of SportsPITTSBURGH's sales strategies and efforts.
- Successfully represents SportsPITTSBURGH at local & national events.
- Oversees and directs the activities of SportsPITTSBURGH, adhering to VisitPITTSBURGH's mission, goals, and strategies, making recommendations regarding the hiring, training, developing, coaching, evaluating, promoting, transferring, disciplining, rewarding, and terminating of these employees within the guidelines of VisitPITTSBURGH salary, talent management, and affirmative action programs, in collaboration with the Human Resources Manager.
- Leads oversees and manages the performance of the SportsPITTSBURGH vertical.
- Oversees the development of promotional and visual aids for use in formal presentations to motivate decision-makers to select Allegheny County as a tourism destination.
- Oversees all sales and marketing strategies for SportsPITTSBURGH, including all media creative and placement for the vertical; collaborates with the Sales & Marketing department to develop overall marketing strategies and materials. Oversees the preparation of month-end, quarterly, and annual reports.
- Identifies, contacts, and motivates local key individuals associated with state, regional, national, or international organizations in order to gain their support and influence these organizations to hold future sporting events in Pittsburgh.
- Develops and deliver formal presentations to motivate decision-makers to select the Greater Pittsburgh area as a location to host their sporting events.
- Complete all special projects as assigned by the President & CEO.
- Continues strong working relationships with peers in the hotel community, operators at our sports venues, convention staff, and other large venues.
- Maintain a working relationship with local, regional, & National officials to keep city leadership updated on upcoming sporting events.
- Willingness to travel domestically and occasionally internationally, up to 50% of the time.
- Responsible for visiting client sites across various regions to conduct onsite assessments.
- Required to attend industry conferences and trade shows on behalf of the company.

QUALIFICATIONS

- A bachelor's degree in Tourism/Hospitality, Sales, Business Management, Marketing, or a related field is required. A master's degree is preferred.
- 10 years of demonstrated experience in sports or event marketing or a field that is closely related.
- Extensive relationships with key national and international clientele.
- Strong analytical thinker with the ability to negotiate in a highly competitive environment.
- A certified Destination Management Executive credential is strongly preferred.
- Proven success and examples of strategic planning that align with short- and long-term goals.
- Demonstrates strong leadership, supervision, and coaching ability.
- Excellent diplomacy and interpersonal skills, ability to anticipate, connect, and understand the needs of internal and external stakeholders.
- Proficient in MS Office, ProjectManagement Software, CRM/SCMsoftware. Knowledge of iDSS is preferred. Understanding of the strategic use of social media.
- Team orientation and ability to work collaboratively with associates and clients at all levels.
- An in-depth knowledge of sound management techniques and supervisory relations, as well as the ability to work on multiple projects simultaneously, is required.

KEY CHARACTERISTICS

- An authentic, accountable, trustworthy, and inclusive leader with strong energy.
- A leader with outstanding communication skills.
- Must be approachable and an exceptional listener.
- Demonstrated ability to build consensus with multiple stakeholder groups is a must.
- Spirit with strong leadership skills, vision, and creativity.
- Commits to building an inclusive workforce of unique employees who are empowered to make valuable contributions.
- The ability to coach and mentor a young team to prepare them for additional responsibilities.
- High integrity, humble, no ego, with a strong moral compass.
- Impeccable work ethic and passion for the task at hand.
- Strong business and financial acumen.
- Thought leader and problem solver with the ability to multitask.
- Analytical, strategic, and tech-savvy.

TOP PRIORITIES

1. Understand the Sports Ecosystem.
2. Build relationships within the hotel community, sports facilities, convention center, professional and collegiate stakeholders.
3. Begin to develop individual growth plans for the SportsPITTSBURGH staff.



John Brich
Vice President
SearchWide Global
info@searchwideglobal.com
Direct: 513.508.2809

If interested in learning more about this great opportunity, please send your resume to our SearchWide Global Executive, John Brich.

SearchWide Global is a full-service executive search firm primarily for companies in the travel, tourism and convention, and hotel and lodging industries. We specialize in C-Level, Director and Management level executive searches for companies ranging in size from Fortune 500 corporations to mid-sized public and private companies.