

GREATER WICHITA AREA SPORTS COMMISSION

President/CEO

REPORTS TO: Chairman of the Board (On behalf of the Board of Directors)

SUPERVISES: All GWASC Team Members

POSITION SUMMARY

The President is the Chief Executive Officer for the Greater Wichita Area Sports Commission (GWASC) who is accountable for both its strategic management and day-to-day operations.

The President is the primary spokesperson for the GWASC and is responsible for establishing and maintaining a framework for success for the Commission. He/She is the primary interface with the Board and local government, providing advice and counsel regarding matters pertinent to the industry.

DUTIES AND RESPONSIBILITIES

Strategic Planning and Management: The President/CEO is responsible for the development, execution and management of the GWASC's annual strategic plan that will provide a shared focus and direction, clear objectives and goals to achieve and a framework of accountability for the organization and its three operating departments, and its individuals at all levels.

Sales and Marketing Leadership: The President participates in appropriate sales activities and serves as the GWASC's lead salesperson. He/She plays an active role in the establishment of sales targets and goals and provides the final review and approval of the marketing plan. He/She reviews and approves all major media advertising, branding, marketing, and sales initiatives for the GWASC. He/She reviews and approves all major publications and press activities.

The President must possess highly developed marketing and sales skills with a special emphasis on selling intangible products/services. He/She must be able to support the development of comprehensive marketing and sales plans and supporting budgets and be the primary driver of sales production and year-over-year growth. The President will play a key role in the development of initiatives, campaigns, events and activities.

Financial Management: The President is responsible for the creation of the GWASC's annual budget and must ensure adherence to that budget and any changes to it, to ensure the organization's fiscal soundness and stability. He/She will measure, monitor, and manage expenditures to ensure financial solvency.

Leadership and Management: The President is responsible for the day-to-day operations and setting a positive work culture of the GWASC and the performance of its team. This entails management of: the team; information technology and management information systems; hiring and firing; internal communications; GWASC initiatives, projects and activities; employee relations; administration of discipline; continuous improvement plans; team development and any other activities that will support the optimal performance of the GWASC.

Advocacy of Sports Industry: The President will be the primary representative to the area on all matters relating to the sports industry and its economic impact thereon. He/She will be the industry's voice, advocate and primary advisor on a local, regional and national basis.

The President is accountable for the development, implementation, and execution of GWASC's annual strategic plan and supporting budget. He/She must be able to use his/her experience and expertise to identify possible changes in the external environment or new trends that may impact the commission's ability to compete effectively. His/her relationships within the industry and government should provide a context for the future and enable the President and GWASC to make appropriate changes as needed.

INTERPERSONAL & SELF-MANAGEMENT TRAITS

The President is viewed as being the primary representative of the organization and is always on duty and must conduct his/herself in a professional manner at all times. Public intoxication and public personal political statements are not acceptable. In addition to possessing the broad-based and diverse scope of traits already described, the successful President must also be able to interrelate with a diverse mix of people ranging from company CEOs to event volunteers. Especially important is the ability to build productive relationships with key people in government, the hospitality industry, community leaders, event volunteer, board members and many others.

The President must be well-organized and able to multi-task, prioritize and manage his/her time effectively. Due to the fluid and stressful nature of the demands of this position, he/she must also delegate *authority* effectively in the management, execution and accomplishment of major tasks and projects. In the course of maintaining focus on *oversight* of day-to-day management of the GWASC and all its moving parts, the President, will also need to see and keep his/her eye on the *big picture*, and to insure all team members share that direction.

The President *must* be a polished speaker/presenter, *must* possess excellent written communications skills and *must* be able to employ those skills in one-on-one as well as group communication situations. A President who also brings a genuine and wholesome sense of humor to the table will always have the advantage as a communicator in selling, managing, and leading.

CANDIDATE QUALIFICATIONS

Educational and Professional Qualifications:

- Candidates must have a bachelor's degree, preferably in Sports Administration, Business Administration or Marketing. (A master's degree is desirable).
- Must have a minimum of five years experience in a leadership role within the sports industry.
- Thorough knowledge and experience within the sports industry is necessary.
- Direct experience with the sports organizations, including national governing bodies, other organizations affiliated with the U.S. Olympic Committee, NCAA, NAIA, and other national sports organizations preferred.
- Proven ability to administer, plan and manage sporting events.
- Ability to manage team and provide fiscal oversight.
- Must be creative, innovative, and possess excellent time management skills.

Resumes will be accepted until 5:00 p.m. on Wednesday, November 18, 2020 and should be emailed to: tonya@wichitasports.com or mailed to: GWASC Attn: Tonya Atta 300 N. Mead, Ste. 109 Wichita, KS 67202.