



8/04/2021

Job Title: Director, 22NSG Corporate Development / BRIK

Reports to: Director, Games Operations & Services

Location: Fort Lauderdale, Florida

Position Timeframe: Position will exist from hire date and will terminate May 31, 2022

The National Senior Games Association (NSGA) is a nonprofit Affiliate Organization Council member of the United States Olympic/Paralympic Committee that promotes health and wellness for adults 50 and over through education, fitness and sport. Since 1987, NSGA has governed the biennial National Senior Games, the largest multi-sport championship event in the world for seniors. The Association is comprised of 53 independent Member Games that conduct qualifying competition events. The 2022 National Senior Games presented by Humana will take place May 10-23, 2022 in Fort Lauderdale, Florida and surrounding communities. The Games will be home to a projected 10,000 athletes plus family members and visitors over the fourteen days of competition including Flame Arrival Celebration, the Celebration of Athletes and The Village.

Job Summary

The Director, 22NSG Corporate Development / BRIK of the 2022 National Senior Games presented by Humana (22NSG) will have the primary responsibility to organize and execute local sales, sales marketing, corporate development, in-kind, products and promotional aspects for the 22NSG. The position will provide communication and administrative leadership to the NSGA and 22NSG staff, sponsors, vendors, contractors, athletes, coaches, and visitors. This position is responsible for the management of services and processes that support the Games as a whole. Responsibilities often cover several departments, as well as central services that link to all the teams in the organization. Likely areas of volunteers include but not limited to:

- asset evaluation;
- corporate development in-kind products;
- procurement;
- recognition signage & décor;
- sales;
- sales marketing;
- sponsor events;
- sponsor promotions;
- sustainability.

This position will work collectively with each functional area, from the time of their selection through the post-Games debrief. This position will work directly with the National Senior Games Association staff (NSGA) to ensure the athletes, coaches and visitors experience the athletic, physical, cultural and social benefits of participating in the 22NSG while visiting Fort Lauderdale, Florida.



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Job Requirements Preferred (Education, Knowledge, Skills)

- Minimum 5 years' experience in day-to-day sports events management
- Background and passion for sports and the power it has to change individuals, communities and social structure
- Track record of demonstrating strong financial management and organizational leadership
- Negotiating skills and ability to work with senior management in the public and private sectors
- Exceptional communication skills, organizational, and administrative skills
- Demonstrated success in effective team building to ensure accomplishment of team goals
- An ability to work as a team member within the guidelines of the National Senior Games Association
- Bachelor's degree preferred

Job Responsibilities (to include but not limited to):

- Provide leadership and communicate with the NSGA Staff
- Manage all aspects of corporate development and promotions for the 22NSG including leadership and management of contract staff, sponsors, volunteers and service providers
- Manage logistics of assets, products and warehousing space for The Games in coordination with NSG Staff
- Manage sponsor and vendor contacts
- Serve as point of contact for all sponsors, vendors and contractors requests or questions
- Work with 22NSG staff as contact with sports and venues in matter of operations requests or questions
- Manage the look and feel of the Games throughout the Fort Lauderdale with a heavy influence at the venues and ceremonies in coordination with 22NSG Staff
- Actively prepare and participate in all scheduled meetings and conference calls as needed
- Manage all marketing, website, and social media programs
- Provide appropriate support for all non-sports events and Showcase Events
- Actively prepare and participate in all scheduled meetings and conference calls as needed
- Ensure the safety and well-being of the NSG athletes, coaches, friends & family, and volunteers
- Support all marketing, website, and social media programs as needed
- Provide appropriate support for all non-sports events
- Work in close coordination with the 22NSG team and others to ensure overall success of The Games
- May include attendance to in-person meetings as well as travel to and from in Fort Lauderdale
- Provide necessary post-Games reports and other duties as required
- All other duties as assigned