Director of Business Development

Salinas Regional Sports Authority (SRSA) is a non-profit organization supported by a community-driven Board of Directors. Since coming together in 2014, the board members have shared a belief that soccer can inspire personal growth, foster community connections, and celebrate culture. While soccer was our starting point, it is not our endpoint. We are working together to pave the way for a brighter, more active future for generations to come.

SRSA is looking for a Director of Business Development who is responsible for driving revenue growth, building strategic partnerships, and expanding the facility's market presence. This leadership role oversees all aspects of business development, including sales strategy, client relationship management, contract negotiations, and collaboration with cross-functional teams to ensure the success of both event day and non-event day operations. The Director will report to the Board of Directors and play a key role in shaping the complex's commercial strategy and planning/achieving financial goals centered on fully self-sustaining revenue generation and budget management.

This is a unique business development opportunity, the Salinas Regional Soccer Complex (SRSC) is in an exciting but complex phase - partially built, powered by an active capital campaign, and seeking long-term financial sustainability through earned revenue. We are seeking a bold, entrepreneurial leader to build SRSA's business model from the ground up - developing new revenue streams, forging public and private partnerships, and driving the business case that secures government support for expanded land use.

Key responsibilities:

- Strategic Planning:
    - Develop and execute comprehensive business development strategies to maximize revenue, set goals, and identify opportunities for growth.
    - Identify, pursue, and secure new business opportunities, including corporate partnerships, community programs, and youth sports initiatives.
    - Analyze market trends, competitor activities, and customer feedback to inform strategy and identify areas for growth and improvement.
- Lead the end-to-end sales process:
    - Prospecting, pitching, negotiating, and closing deals with clients, sponsors, and event organizers.
    - Negotiate contracts and manage relationships with key stakeholders, ensuring mutually beneficial agreements and long-term partnerships.
    - Oversee the transition of new clients from sales to operations, ensuring a smooth onboarding and high customer satisfaction.
    - Track and report on sales performance, KPIs, and business development initiatives to the Board of Directors.

    - Collaborate with operations, marketing and finance teams to deliver seamless client experiences and optimize service offerings.
- Represent the soccer complex at industry events, conferences, and networking opportunities to enhance brand visibility and cultivate new business.
- Event Management: Develop a comprehensive program including event quality, recruitment, management, staffing, guest experience, security, traffic flow, hospitality, lodging deals, attendee ratings, after event analysis etc.
- Personnel: Oversee HR responsibilities including hiring, training, and performance.
- World Cup opportunities: Encourage and promote Women's/Girl's Soccer events along with other Professional & Amateur sporting events.
- Community Relations: Support and cultivate relationships with SRSC users, neighbors, vendors and the philanthropy community including businesses, grantors and foundations while fostering confidence in our mission and accomplishments.
- Government Relations and Land Use: Collaborate with the Complex Executive team to develop relationships and strategies with County and City government to ensure usages designed to increase revenue streams are permitted at the site.

Required skills:

- **Leadership and Communication:** Excellent interpersonal skills, ability to motivate and inspire teams, clear and effective communication both verbally and in writing.
- **Analytical, Problem-Solving and Creativity:** Strong analytical skills to interpret data, reveal and assess concerns/threats, identify opportunities and develop innovative solutions.
- **Financial Acumen:** Comprehensive understanding of financial principles, budgeting, and forecasting.
- **Business Strategy:** Ability to develop and execute strategic plans aligned with organizational goals.
- **Project Management:** Proven ability to manage multiple projects simultaneously, meeting deadlines and staying within budget.
- **Adaptability and Flexibility:** Capacity to adjust to changing market conditions and business priorities.

Education and Experience:

- 10 years' experience in Business Administration, Finance, or related field
- 5 years' experience in a management role, preferably within the relevant industry
- 5-10 years' experience in sports event sales and or sports facility business development
- 5-10 years sports marketing experience

To apply, please submit your resume to hr@salinassoccer.org.