

Nashville Superspeedway

JOB TITLE/POSITION: **Director, Business Development**
LOCATION: **Nashville Superspeedway**

Dover Motorsports, Inc. (NYSE: DVD) is a promoter of NASCAR sanctioned motorsports events whose subsidiaries own and operate Dover International Speedway (DIS) in Dover, Del. and Nashville Superspeedway (NSS) near Nashville, Tenn. The company also plays host to the Firefly Music Festival, produced by AEG Presents.

MAJOR FOCUS:

The Director of Business Development (DBD) at NSS will play a critical role in the overall corporate partnership sales process for Dover Motorsports, Inc. (DMI). Key areas of focus include: strategic prospecting, market development, relationship management and new partner acquisition. This sales leader will actively market/sell sponsorship, suite, and fan zone programs against the NASCAR events that are hosted at NSS & DIS. Sales initiatives will target national, regional, and local companies. The DBD will be expected to not only produce, but also manage, train, and mentor a junior sales representative.

ESSENTIAL FUNCTIONS:

- Actively pursue and secure new corporate revenue while maintaining an excellent working relationship with current partners
- Responsible for meeting sales quotas and revenue objectives on sponsorship, suite, and fan zone sales for all designated events
- Set appointments, network, prospect and be aggressive in selling all assigned inventory and services
- Work closely with the DMI sales team to coordinate and execute all sales strategies and tactics locally, regionally, and nationally
- Through a consultative approach, identify the partnership objectives of qualified prospects and lead in the development and presentation of customized sales presentations to deliver against those objectives
- Responsible for acquisition, maintenance, and servicing of all assigned accounts
- Must maintain accurate, up-to-date daily sales activities (Sales Force CRM)
- Perform post event follow-up with all accounts
- Responsible for working within the Sales & Marketing budgets and reaching goals for the department
- Responsible for the hiring, training, and management of the junior sales representative (BDR)
- Oversee and ensure the timely completion of staff evaluations
- Issue discipline and terminate staff as appropriate
- Reward and recognize superior staff performance

ADDITIONAL FUNCTIONS:

- Other duties as assigned.

REQUIREMENTS/EDUCATION:

- Bachelor Degree in Business Administration, or related field, or equivalent experience required
- Minimum of six (6) years of experience in the sports/entertainment industry (preferably in the area of sales/business development/partnership marketing)
- Minimum of two (2) years of experience managing people
- Must be proficient with Microsoft Office software
- Must be able to create presentations by utilizing available tools, i.e. PowerPoint and Digideck
- Must be able to express ideas and sell concepts to potential business partners
- Must be self-motivated with a strong work ethic and positive attitude
- Must work well with others, be a team player, and be a strong motivator
- Must have exceptional:
 - Leadership skills
 - Organization skills
 - Communication skills
 - Excellent written and verbal communication skills
- Must be able to express ideas and make recommendations regarding departmental practices
- Must be able to solve problems and deal with a variety of situations
- Must be able to work weekends, holidays and nights as scheduled
- Must present an overall professional appearance
- Must be able to successfully pass a background check

ORGANIZATIONAL RELATIONSHIPS:

Accountable to: President – Nashville Superspeedway
Accountable for: Manager, Business Development (1)

The above description denotes some of the specific characteristics which are necessary to perform the principal functions of the job and are not intended to be a description of all work requirements that may be inherent in the position.

Dover Motorsports, Inc. is an equal opportunity employer. Women, minorities, and individuals with disabilities are encouraged to apply.