Sports, Entertainment & Event Management

What career options will your degree in Sports, Entertainment & Event Management afford you? The Career Paths outlined in this Career Track Guide, with information on job titles, brief job descriptions and industry segments, will provide you with an overview of your options. Review each to determine which Career Path is right for you.

Job descriptions were compiled from actual online job postings and from Johnson & Wales’ DACUM (Developing a Curriculum) process (when we ask practicing professionals to details the duties, tasks, skills and required work behaviors associated with their positions). Now is the time to collect all the information you can and make informed decisions about your career path. The information assembled here is a great place to start.
Career Paths in Sports, Entertainment & Event Management
The following Career Paths and supporting titles/descriptions are provided in this Career Track Guide.

Sports
Sports Venues, Auditoriums and Civic Centers
- Operations Crew Member
- Event Coordinator/Supervisor
- Facility Manager
- Facility Director
- Concessions

Sports Management

Sports Agency
- Sports Agent

Resorts and Country Clubs
- Sports Instructor
- Fitness/Health Club Manager
- Assistant General Manager

Golf
- Golf Course Maintenance
  - Golf Car Maintenance
  - Locker Room Attendant
  - Golf Course Maintenance Superintendent
  - Equipment Mechanic
- Golf
  - Golf Shop Staff
  - Starter
  - Ranger
  - Caddie
  - Assistant Golf Professional
  - Director of Golf Operations/Golf Professional
- Management
  - Assistant Club House Manager
  - General Manager/Club House Manager
Career Paths in Sports, Entertainment & Event Management continued

Golf continued
- Membership
- Marketing & Promotions

Entertainment
Casinos, Auditoriums, Civic Centers, Theaters
- Box Office Ticket Agent
- Promotions Coordinator
- Entertainment Manager

Events
Casinos, Resorts and Hotels
- Sales Coordinator
- Event Planner
- Catering/Sales Manager
- Senior Catering Sales Manager
- Director of Sales

Event and Meeting Planning
- Event Planner
- Meeting Planner

Conference and Convention Centers
- Conference Coordinator
- Convention Services Manager
Career Path #1: SPORTS

In order for an event to be successful, it is imperative that the facility be in proper working order. From setting up the field or stage, to managing the concessions, sports facility management is vital to ensuring the venue is able to meet the demands of the audience and the event. Whether housing a rock concert or a nationally known sports team, management of venues is an enormous and complex undertaking. It can be viewed as the greatest challenge in the hospitality field, since management is responsible for the satisfaction of thousands of customers at a time.

Sports Venues, Auditoriums and Civic Centers

Operations Crew Member
This entry-level position is an excellent way to learn the operational basis of the sports management field. This position handles a wide array of events, from converting the field to house a concert, to taking the stage down in order to accommodate a football game. Although a demanding job, there are many rewards and much potential for growth within the industry.

An operations crew member is responsible for:
- Reviewing various venue configurations for multiple events.
- Participating with other team members to efficiently set up and breakdown the venue for the event.
- Maintaining an organized event by troubleshooting issues during the event and by helping to manage the flow of patrons.

Event Coordinator/Supervisor
An event coordinator often supervises the operations crew and is responsible for overseeing all events taking place on the field. The coordinator is responsible for planning every phase, from setup through breakdown, of all events that take place within the venue. This position (and industry) requires flexible, often long, hours to accommodate the various scheduled events.

The events coordinator is responsible for:
- Coordinating event production including catering, marketing, and all technical aspects that may be required.
- Hiring and training the appropriate level of staff depending on the scale of the event.
- Possessing strong business, financial and organizational skills.
Facility Manager
The job of the facility manager is to oversee everything in the facility operations department, from the field crew to the concession stands. He/she ensures that the venue is staffed with the appropriate number of people for the scheduled events. In addition, he/she is responsible for the daily upkeep of the venue, such as field/turf maintenance, working scoreboards, adequate lighting, parking and more. Dealing with the logistics of setting up and breaking down multiple events within deadlines, and with a high level of patron satisfaction, requires strong organizational and leadership skills.

The facility manager is responsible for:
- Developing and implementing an operating budget for the facility, including projected revenues from events, associated labor costs, and general building and grounds maintenance.
- Hiring and training staff, while keeping staff levels within budgetary guidelines.
- Delegating tasks and assigning responsibilities to fellow team members.
- Maintaining strong working relationships with local vendors, contractors and inspection associations.

Facility Director
Managing and maintaining a venue requires substantial revenue. While the facility manager is responsible for day-to-day operations of the facility, the facility director is a more externally-focused position, responsible for new business development and community relations. By attracting the right kind of events, the facility director ensures the financial viability of the facility. Strong community and governmental relations are the foundation for successful fundraising for nonprofit and quasi-governmental facilities.

The facility director will typically:
- Develop a marketing plan with a targeted prospect list of sports, entertainment and other profitable events.
- Ensure adequate stock of building and maintenance needs and equipment to meet the projected lineup of events.
- Develop a multi-year capital budget for renovation and expansion, and oversee major construction projects.
- Work with local, state, and private funding groups, to raise capital and operating funds to maintain the facility.
SPORTS CONTINUED

Concessions
Concession stands in sports venues and arenas are usually run by contract food service companies that specialize in catering for these particular facilities. Along with catering and concessions, these companies provide other services to ensure the food service operations of the facility are running smoothly. For more information, please refer to the Food Service Management Career Track Guide.

Sports Management
Graduates of this field can choose to work on two sides of the industry, either for a league, such as the NFL, NHL, NBA or NASCAR, or for a particular sports team, such as the New York Yankees, the New England Patriots, the Boston Bruins, etc. Within these two areas are similar departments that serve the same function regardless of the company.

Some of these departments include:
• Administration/General Management (owner/manager of a team or CEO of the league).
• Corporate Communications (handling media for a team).
• Facility Operations/Security.
• Player Operations (team specific).
• Retail/Licensing (merchandise/product development for the league).
• Sales & Marketing (league marketing or team marketing).
• Travel (coordinating team travel).

Sports Agency

Sports Agent
Many young men and women have visions of leading the glamorous life of a sports agent. This exciting and challenging career takes years of hard work and entails much more than just dealing with sports contracts for clients. Sports Agents provide counsel and guidance, and often take care of all of the parts of an athlete’s career that do not pertain to winning the game.

A sports agent’s duties may include:
• Procuring and negotiating endorsement deals for clients.
• Negotiating multi-year sports contracts for clients.
• Crafting and promoting their client’s image.
• Handling an athlete’s personal finances, including managing investments and overseeing the handling of tax issues.
SPORTS CONTINUED

Resorts and Country Clubs

Sports Instructor
Choosing to be a sports instructor means you have a fundamental love of the specific sport, and a desire to share your knowledge and skills with others. The key to success in this position is positive encouragement of your students, so they become repeat customers - something that is good for you and good for the club.

A sports instructor will:
• Give group, private and semi-private lessons to members/guests of the country club/resort.
• Work with the hospitality organization to promote the various instructional programs to members/guests.
• Have an easy, friendly and effective communication style so they can understand each student’s learning objectives and satisfy them.

Fitness/Health Club Manager
A positive demeanor and a professional attitude are imperative to the position of fitness club manager. Managing the fitness club of a country club requires excellent customer service skills. Guests of the club expect a high level of professionalism, within a positive, supportive environment.

A fitness club manager is required to:
• Possess a complete understanding of health and fitness principles, staying up-to-date on the latest trends and developments within the industry.
• Hire, train, schedule and manage a large group of often part-time fitness club instructors.
• Fill in as a fitness instructor, as needed.
• Maintain all financial records.
• Make recommendations for the purchase, replacement and maintenance of all fitness equipment.

Assistant General Manager
The assistant general manager oversees the entire recreational operations of a resort/country club, including golf courses, fitness centers, tennis courts, spas and more. He/she reports to the general manager of the resort/country club.

The assistant general manager will:
• Work with the manager of each recreational segment to develop an annual plan outlining customer segment penetration, customer turnover, profitability and other financial goals.
• Participate in hiring and training, as well as set the hiring and training standards for each segment.
• Work with the general manager on all financial management issues.
SPORTS CONTINUED

Golf

Golf Course Maintenance

Golf Car Maintenance
This position calls for the mechanically minded employee with a knowledge of motorized vehicles who can keep the fleet of golf cars clean, safe and operational. Golf car fleets can be gas or electrically fueled. A good golf car mechanic ensures that a preventative maintenance schedule is kept to ensure that the golf cars operate properly.

Locker Room Attendant
Locker room attendants should have a penchant for neatness and orderliness. The attendant is in charge of the locker room house-keeping.

Golf Course Maintenance Superintendent
People most suited to work on the golf course maintenance team are those especially fond of nature and working outdoors. This position usually reports early in the morning and is off work by 2:00 or 3:00 p.m. This outside position could be responsible for cutting grass, irrigation, sodding, trimming, applying fertilizer and pesticides and much more. An example of a golf course maintenance position is superintendent. The superintendent acts as primary groundskeeper of the golf course by keeping it in optimal playing condition.

A superintendent is responsible for:
• Being PGA-certified, as well as being certified in the application of fertilizers, pesticides and insecticides.
• Possessing a background in horticulture and landscaping.
• Having experience in grounds, equipment and routine maintenance including irrigation control, installation and care.
• Purchasing inventory, supplies and equipment.

Equipment Mechanic
Golf courses use many different types of hand tools, cutting devices and motorized vehicles. This mechanic’s position would be responsible for keeping everything that is crucial to the facility’s smooth operation in working order.
**SPORTS CONTINUED**

**Golf**

**Golf Shop Staff**
The golf shop staff assists customers and registers them for play. They may also help with tee times, merchandising, receiving and banking of player fees, tournament administration and much more. Good interpersonal skills and customer service are needed to be successful in these positions. The golf staff is the front line of communications and helps to ensure that a golfer has a good experience. One of the usual perks for working in the golf shop is the ability to play free rounds of golf at the course.

**Starter**
The starter maintains the starting times and tee sheet, and ensures that golfers get off the first tee in a prompt and orderly manner. This job is crucial in keeping the tee times on time. Starters must possess excellent interpersonal skill and be able to handle customers in a friendly and courteous manner. Starters are also very important in making sure that customers have properly paid for their round. The starter also helps golfers find a game if they are by themselves. The starter is an important part of making sure customers will have a pleasant golfing experience.

**Ranger**
The ranger travels around the golf course, monitoring the pace of play and helping golfers. The key to this position is being friendly and courteous when directing play. Good interpersonal skills and tact are very important when helping to speed play. The ranger also serves as a liaison with the pro shop for status reports and emergencies.

**Caddie**
A caddie is an entry-level position that allows amateur golf enthusiasts an opportunity to learn about the industry. This position can be obtained as early as high school and can benefit future golf industry professionals by giving them the experience they will need to work in this popular field. Although a very physically demanding job, depending on the venue, there are rewards, such as playing privileges.

A caddie is responsible for:
- Providing personal service and golf information to club members.
- Locating golf balls and obtaining yardage.
- Aiding the superintendent of grounds in maintenance of the green.
- Carrying members’ golf bags ensuring they have the proper equipment to play.
Assistant Golf Professional
An assistant golf professional is in charge of managing the Pro Shop within the club. It is imperative that the assistant golf professional is knowledgeable in all areas of golf, from the game, to merchandise and equipment, in order to increase sales among members. Working a varied schedule, including nights and weekends, may be required.

An assistant golf professional is responsible for:
- Supervising and managing the merchandising of the Golf Shop.
- Staying up-to-date on the latest trends in equipment, sportswear, nutrition, etc., in order to be able to informatively answer members’ questions.
- Coordinating and promoting group golf business in cooperation with the marketing and sales department.

Director of Golf Operations/Golf Professional
- Oversees staff, and the coordination of leagues and tournaments.
- PGA-certified preferred, but not required.

Management

Assistant Club House Manager
- Responsible for hiring, training and managing all front of the house food & beverage employees.
- Maintaining outstanding member relations.
- Responsible for internal controls, purchasing and labor costs.

General Manager/Club House Manager
Also known as the club house manager, the general manager is responsible for all operations of the club as directed by the Board of Directors. It is the responsibility of the general manager to ensure continued, successful operations by increasing membership and enhancing the satisfaction of existing members.

The general manager is also responsible for:
- Coordinating, planning and developing long range and annual business plans to ensure continued success of the club.
- Overseeing the day-to-day management of the property including golf operations, revenue generation, food and beverage, golf course maintenance, and facilities maintenance.
SPORTS CONTINUED

Membership
The membership department within a club is responsible for greeting prospective members and walking them through the facility, presenting rates, and closing the sale for a membership.

Marketing/Promotions (See Hospitality Management Career Track Guide)
A creative mind is the first requirement for a marketing position. Here you will help create programs that will attract new business, customers or tournaments to the club.

Some responsibilities of this department include:
• Assisting in the development and implementation of marketing plans.
• Contract management.
• Cold calling and new lead generation.
• Outside group/tournament sales emphasis.
Source: PGA Employment Center

Career Path #2:
ENTERTAINMENT

Casinos, Auditoriums, Civic Centers, Theaters

Box Office Ticket Agent
This entry-level position is a great way to get a foot in the door in the Sports, Entertainment and Events industry. Much like a reservation agent at a travel agency, a customer service representative at an airline, or a concierge in a hotel, the box office ticket agent is responsible for delivering superb customer service. Acting as an information provider, this position deals directly with the public, ensuring accurate information regarding various entertainment events is disseminated.

The box office ticket agent is responsible for:
• Issuing tickets and processing monetary transactions.
• Assisting customers with special needs.
• Aiding management with all ticket-related mailings in order to promote upcoming events.
• Possessing excellent customer service and communication skills.
Entertainment

Promotions Coordinator
A promotions coordinator promotes artists and events featured on the property. He/she must select among various promotional techniques, to reach those regional or national, prospective and repeat customers who might be interested in an event. In addition, this position requires strong written and verbal communication skills, to coordinate the multiple marketing communications efforts required to support the many events in a casino.

Responsibilities of the promotions coordinator are:
- Developing and executing various promotional programs to generate awareness of scheduled events.
- Effectively managing timelines and budgets set forth by the director of sales and marketing, who establishes marketing, advertising and promotion plans and develops pricing.

Entertainment Manager
It is the job of the entertainment manager within a casino to book the nightly acts that will both entertain the casino customers and meet casino profitability goals. This position is responsible for previewing live acts, negotiating contracts with agents, and ensuring the facilities, food and other service elements are in place for a successful event.

The position of entertainment manager includes:
- Attending weekly staff meetings, held by the sales and marketing staff and the food and beverage department, to relay all pertinent information regarding the scheduled events.
- Negotiating contracts and fees with the management of the booked acts.
- Greeting the entertainers in a professional and timely manner to ensure their needs are being met.

Career Path #3:
Events
There are a vast array of events that take place each year, requiring many different levels of expertise. Whether it is a sporting event, a concert, or a convention, there is always a need for highly skilled staff members to service the event.
EVENTS CONTINUED

Casinos, Resorts and Hotels

Sales Coordinator
This entry-level position assists the sales department in the various functions required to support current customers and identify prospective customers. Tasks include fielding calls, making cold calls, coordinating promotional programs, assisting with sales presentations, and acting as a liaison between management and the catering managers within the hotel.

The sales coordinator will typically:
- Aid in the development and execution of a company's sales plan, as requested by the Sales Manager.
- Solicit new business within the community through cold-calling efforts.
- Communicate efficiently with the catering department to facilitate the booking of related services.

Event Planner
Once the sales team has booked an event, the event planner works with the client to develop an event plan, including room setup, food, beverage, audiovisual, and any other requested services. After an event plan has been established, the Event Planner works with the appropriate hotel departments responsible for the aspects of the event.

The duties of an event planner are:
- Developing a complete, detailed event plan, including pricing.
- Developing and monitoring the budgets for each event to meet hotel profitability goals.
- Compiling, preparing, and presenting the final bill to the client.

Catering/Sales Manager
Catering and sales managers work as a cohesive team whose main responsibility is to sell and service events. Sales managers are responsible for generating and solidifying leads, and booking functions and events. Catering managers are responsible for selling services pertaining to the event - banquet food, beverage service, and meeting room rental.

The sales manager will:
- Generate sales for the hotel through cold calling and networking with local businesses.
- Develop and implement sales plans and programs.
- Assist in the development and implementation of the budget set forth by the company.
- Hand off the client to the catering manager.
The catering manager is responsible for:
- Finalizing all details of the event, including meeting room rental and menu.
- Assisting the client, with the help of the executive chef, in menu planning and development, to ensure that the needs of both the event and the client are being met.
- Displaying excellent customer service and communication skills when meeting clients and booking functions.
- Working directly with the meeting planner to ensure that the customer’s needs are being met.
- Preparing the final bill to be presented to the client.

Senior Catering Sales Manager
The job of the senior catering sales manager, which requires some travel, is to sell the Catering Department by generating and solidifying local, regional and national sales leads. He/she reports to the director of sales, who is responsible for ensuring that catering sales are integrated into the overall sales effort of the establishment.

As senior catering sales manager, responsibilities include:
- Soliciting and generating new business accounts for the casino, resort or hotel.
- Working with the catering manager to establish annual budgets, review procedures, set standards, hire employees and more.
- Establishing and maintaining superior customer relations to solidify the client’s trust in both the catering department and the establishment.

Director of Sales
Combining both selling and marketing efforts, the director of sales must develop competitive programs and services to maintain current clients and generate new business. This position requires strong analytical skills, strong marketing and sales background, and good communication skills.

The director of sales is responsible for:
- Developing and implementing a complete multi-year marketing plan for the casino, resort or hotel.
- Evaluating products/programs against revenue, profitability, cost-of-service and other financial standards.
- Monitoring general compliance with company standards and processes for sales and service.
- Evaluating the effectiveness of different sales and promotional tactics.
EVENTS CONTINUED

Event and Meeting Planning

Event Planner
An Event Planner designs, establishes and oversees the integrated logistical and administrative support needs of multiple, often complex, educational, business, and social events and conferences.

An Event Planner is responsible for:
- Estimating and planning for the facility, equipment and logistical requirements for an event.
- Planning for catering and other food service needs for an event.
- Developing and managing event budgets.
- Negotiating and administering service contracts.
- Marketing and promoting events.
- Supervising subordinate staff to ensure quality events that meet client expectations.

Meeting Planner
A Meeting Planner organizes, plans and manages all of the logistical aspects of meetings of all sizes for a single business organization, or for a meeting or event planning firm.

A Meeting Planner is responsible for:
- Meeting site inspection and selection.
- Negotiating contracts with service providers.
- Handling all food service and catering requirements.
- Arranging for audiovisual and technical equipment necessary for the meeting.
- Onsite meeting management.
- Auditing invoices, approving payment of bills, and maintaining accurate financial records for each meeting.

Conference and Convention Planning

Conference Coordinator
A Conference Coordinator coordinates and manages the logistical and administrative aspects of educational and other types of conferences, often for conference and convention centers.
EVENTS CONTINUED

A conference coordinator is responsible for:
• Estimating and planning for the facility, equipment and logistical requirements for conferences.
• Planning for catering and other food service needs for conferences.
• Developing and managing conference budgets.
• Negotiating and administering service contracts.
• Marketing and promoting conferences to potential attendees.
• Handling the registration and administrative functions necessary for a successful conference.

Convention Services Manager
A convention services manager is responsible for coordinating all aspects of a convention or large group meeting for a convention or conference center.

A convention services manager is responsible for:
• Estimating and planning for the facility, equipment and logistical requirements for a convention or other large group meeting.
• Planning for and coordinating catering and other food service needs for conventions.
• Developing and managing convention budgets and client billings.
• Negotiating and administering service contracts for convention services, where appropriate.
• Supervising subordinate staff to ensure quality conventions that meet client expectations.
WHERE THE JOBS ARE:

Amusement Parks
Also known as “planned play environments,” amusement parks find their roots in early fairs and festivals. These events served to amuse and entertain the local population, and now have grown into major attractions. Amusement parks offer rides, entertainment, and food, as well as other opportunities for guests, such as shopping.

Auditoriums
An Auditorium is a venue that has been specifically designed and built for performing arts events. Auditoriums house extensive lighting and technical equipment, a stage, as well as backstage, consisting of dressing rooms and makeup rooms.

Casino
Combining gaming, entertainment, food, beverage, and lodging, the casino/gaming industry is considered a “tourism generator.” Separated into three jurisdictions - commercial land-based, riverboat casino, and Indian gambling - this industry strongly emphasizes a commitment to responsible gaming, in addition to a high level of customer service dedicated to a very diverse clientele.

Unlike a traditional hotel, the fast-paced environment of the casino offers employees the chance to work in a number of outlets. Whether it be managing the in-house restaurant, overseeing the games tables, or booking the entertainment acts, employees can experience it all. From Foxwoods and Mohegan Sun, to Atlantic City and the Vegas Strip, there are many opportunities across the country for those interested in this industry.

Civic Centers
Civic Centers serve multiple purposes by hosting a variety of events. These facilities, with the help of the operations crew, can be converted to house any type of event the public demands. Events may include basketball games, music concerts, hockey games, figure skating tournaments, and business expos and conferences.

Conference Centers
A Conference Center is a facility designed specifically for hosting conferences and meetings. The capacity of the Center determines the maximum size of conferences that may be held at the site. Facilities often include meeting rooms, ballroom-type spaces, dining areas, food service facilities and on-site parking.
WHERE THE JOBS ARE CONTINUED

Convention Center
A Convention Center is a large facility built expressly for the purpose of housing large group meetings and conventions. Usually located in large metropolitan areas with good access by air, some of these Convention Centers host convention groups as large as 20,000 to 30,000 attendees. Large trade shows and exhibitions are also often held at Convention Centers. The Centers provide meeting space, breakout space, exhibition halls, dining venues, and other services. External convention planning and management contractors often perform many of the tasks associated with the delivery of conventions, exhibitions and trade shows.

Convention Hotel
A Convention Hotel is an establishment that has been designed specifically for the purpose of housing corporate conferences and conventions. Holding as many as 1,000 guest rooms, a Convention Hotel also provides executives with ample meeting room space, as well as superior dining facilities. Sometimes such hotels are located adjacent to separate Convention Centers, providing the guest rooms and food service for convention attendees.

Country Clubs
Country Clubs are private establishments that serve their many members through various hospitality efforts. The main draws for membership to a country club include a well-maintained golf course, the pro shop, clubhouses, and top-notch dining facilities.

Entertainment Complexes
An Entertainment Complex is an establishment that houses a dining facility, as well as various gaming or theater opportunities to entertain guests.

Health/Fitness Club
Health Clubs are establishments that house various kinds of fitness equipment. The club is staffed with professionals trained to answer fitness and health questions, and provide club members with individualized and group fitness classes and coaching.

Parks
A Park is typically an area of public land in a community that has been set aside for community use. Parks can range in size from a town park to the National Park level. Either way, parks serve dual purpose - as a place for recreation, as well as a place dedicated to environmental awareness, education, and conservancy.
WHERE THE JOBS ARE CONTINUED

Spas
Spas are a place of relaxation and beauty. Featuring various beauty treatments, spas offer their guests a chance for rest and relaxation, if only for a day. Most spas offer beauty and relaxation treatments, often including massage therapy.

Sports Venues
A Sports Venue is a facility that has been specifically designed to house various types of sporting events. Aside from well-known sports facilities, such as Fenway Park and Yankee Stadium, venues can range from city parks to golf courses.

Theaters
A Theater is a building that is used for various events, from lectures and demonstrations, to plays, films and award shows.