

**POSITION ANNOUNCEMENT:**

**DIRECTOR OF  
SPECIAL PROJECTS**



**OCTOBER 30, 2023**



## Overview

The Huddle Up Group, LLC (HUG) has been in business for over 11 years offering a range of consulting services within the sports tourism and events industry. These services are most often strategic planning projects for convention and visitor bureaus, sports commissions, and/or sports organizations that own and operate events. Since 2012, HUG has led over 160 projects and has engaged with more than 400 destinations geographically dispersed across 40+ states. In addition, HUG team members have served as keynote speakers and presenters at more than 50 industry conferences over the years. The team at HUG has helped establish the company as a thought leader within the industry.

A major differentiator for the Huddle Up Group is our team's experience in the sports industry trenches. Our key staff members have run award winning sports commissions, chaired LOCs for top tier events, worked on multiple Olympic Games, led facility enhancement drives, run youth tournaments, been college coaches, and were at one-time, athletes. These well-rounded experiences lend themselves to a diverse view in helping optimize the efforts of a sports organization.

Founded in Phoenix (AZ) the Huddle Up Group also has a staff presence in Florida, and North Carolina. Currently, the organization has three (3) full-time staff, multiple contract employees, and individual project partners throughout the country.

## Position Details/Scope

In 2018, HUG launched a first of its kind evaluation tool, the Sports Tourism Index™. The Index provides a numerical measurement of where a sports tourism destination stands at any given point in time. HUG can use the Index' data to rank and rate one destination against its competitive set.

In 2020, HUG began building a business development tool within the Index. This new functionality, called Scout, launched on January 5, 2021. Over 350 CVBs and sports commissions have already signed up to use the Index and the Scout option and there is significant interest across the country.

The addition of the Index + Sout platforms have positively enhanced the consulting work of HUG to the point that the organization has developed a new position specific to leading consulting projects. This position, the **Director of Special Projects**, is a full-time remote position whose key responsibility is to manage and lead strategic planning projects and facility feasibility studies for the destinations we serve.

This position provides an opportunity for an energetic young professional to lead an established brand through a period of high organizational growth in the expanding sports tourism and events industry.



### Specific Responsibilities

- Serve as the primary lead on all consulting projects.
- Work with the HUG data analytics team to integrate data points into all consulting projects and their recommendations.
- Provide support to the CEO and the leadership team at HUG where necessary.
- General customer service and relationship development.
- Significant travel required.
- Other duties as assigned.

### Preferred Qualifications

- Proven track record of success in the sports tourism industry.
- Possess a network of contacts within the sports tourism industry.
- Service oriented.
- Knowledge of sports business and the sports tourism industry, the non-profit sector, and/or the Olympic and Paralympic Movement.
- A working knowledge of a sport(s) not already represented within the current HUG team.
- Be located in an area not already covered by an existing HUG team member.
- Highly organized.
- Strong verbal/oral/written communication, and customer relationship skills.
- Strong phone, inter-cultural, and interpersonal skills.
- Proficiency with word processing/desktop publishing; Google Docs, Excel, Word, Power Point, Adobe software products.
- Proficiency with and/or a working knowledge of Social Media platforms such as Facebook, Twitter, LinkedIn, and Instagram.
- Self-motivated.

**Salary & Benefits** – Base plus bonus. Health benefits paid 100% by HUG. Matching 401k program.

**Start Date** – Open until filled.

**Job Location** – Remote.

**Additional information about the Huddle Up Group** – [www.HuddleUpGroup.com](http://www.HuddleUpGroup.com)

Interested applicants are to send an e-mail of interest to [Jon@HuddleUpGroup.com](mailto:Jon@HuddleUpGroup.com). The e-mail should include one attached PDF document of no more than three total pages (the PDF should include a one-page cover sheet and a resume no longer than two-pages). No phone calls please.

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