



FOR: Explore Butte County

POSITION: Business Development Specialist – Meetings & Sports Tourism

REPORTS TO: President & CEO

SALARY RANGE: \$23.00 – \$27.00 hourly, non-exempt

HOURS: Full-time, some nights and weekends required

JOIN OUR TEAM

Explore Butte County (EBC) is a destination marketing organization established in November 2015 to oversee the management of the Butte County Tourism Business Improvement District (BCTBID). EBC has been entrusted with creating and implementing a marketing strategy and plan to position Butte County as a year-round destination by attracting visitors, increasing lodging occupancy rates and tourism spending, and maximizing the number of off-season and return visitor trips. In 2023, EBC launched Travel Chico in partnership with the City of Chico to promote tourism within the destination. In 2024, EBC launched Butte365, a year-round, all-inclusive arts and entertainment resource in and around Butte County, CA.

Explore Butte County is excited to open recruitment for a Business Development Specialist – Meetings & Sports Tourism. The Business Development Specialist is a dynamic, results-driven role focused on establishing destination awareness and attracting overnight meetings, conferences, and sporting events to Butte County.

In its crucial first year, this position will focus heavily on elevating Butte County's profile in the regional and national marketplace to kickstart a brand-new lead development and sales strategy. The Specialist will proactively identify new group business opportunities, represent the destination at major industry trade shows, and manage the seamless hand-off of qualified leads to local hotel and venue partners. Additionally, this role will provide essential in-market event services and on-site coordination to ensure flawless execution for booked groups.

Duties & Responsibilities

- Lead Development & Sales Execution (45%)
 - Develop and execute an annual sales strategy targeting local, state, and West Region meeting planners and sports tournament directors.
 - Prospect, solicit, and generate destination-level leads and distribute qualified opportunities to participating hotel partners.
 - Review Requests for Proposals (RFPs) and Coordinate destination-level proposal responses and compile hotel partner submissions.
 - Organize and conduct personalized client site inspections and familiarization (FAM) tours to showcase local hotels, meeting venues, and athletic facilities.
 - Administrative CRM Management: Enter new planner contacts, tournament directors, and account histories gathered from trade shows directly into the database.

- Create and monitor digital "traces" (automated follow-up reminders) inside the CRM to ensure no warm lead goes cold.
- Produce weekly, monthly, and annual sales activity reports detailing the number of new leads generated, RFPs received, and bids submitted to track first-year progress.
- Research industry trends, best practices, and new market segments to maintain Butte County's competitive edge.
- Destination Awareness & Trade Show Representation (25%)
 - Serve as the primary ambassador for Butte County, aggressively building brand awareness among corporate meeting planners, association executives, and sports tournament directors.
 - Coordinate the research, asset gathering, and production of official Butte County Meeting and Sports Planning Guides. This includes soliciting up-to-date capacity chart data, marketing photos, and amenities lists from local lodging and venue partners.
 - Research, schedule, and coordinate all logistics for industry trade shows, marketplace events, and regional sales missions.
 - Prepare and manage trade show booth logistics, shipping of marketing collateral, and promotional displays.
 - Conduct pre-show outreach to book face-to-face appointments and maximize networking opportunities with qualified planners during events.
 - Participate in industry-specific digital networking, such as sharing relevant destination content via LinkedIn and tourism platforms, to expand local market visibility.
- Partner Liaison & Lead Distribution (20%)
 - Serve as the destination resource before and during site selection while supporting direct relationships between clients and hotel sales teams.
 - Cultivate and maintain collaborative working relationships with local Hotel Directors of Sales, Event Managers, and Facility and Venue Operators.
 - Maintain an accurate, comprehensive inventory of local meeting space capacities, sports facility dimensions, and community amenities.
 - Meeting Coordination: Schedule local hospitality partner meetings, prepare agendas, secure meeting spaces, and take/distribute minutes for committee participants.
- Event Services & On-Site Coordination (10%)
 - Provide destination support services that complement hotel and venue event operations.
 - Assist with basic on-site event activation, including the distribution of welcome signage, localized welcome packets, and promotional materials.
 - Support the coordination of hotel pre-event meetings for major arriving groups.
 - Post-Event Auditing: Collect, track, and record final hotel room block pick-up data within one week of a group's departure to accurately measure regional economic impact.

- **Administrative:**
 - Develop policies and best practices to support the organizations DMAP accreditation, which are not limited to: lead ownership, lead distribution, RFP response responsibilities, hotel participation expectations, and event servicing boundaries.
 - Swag Fulfillment: Sourcing, ordering, and maintaining branded inventory of promotional items and destination "swag" used for influencers, media, and meeting planners
 - General office duties, phone support, and administrative fulfillment as needed to support the broader team.

Education And Experience

- Bachelor's Degree in Tourism/Hospitality, Sports Marketing, Business, Communications, Public Relations, or a related field is preferred, but not required.
- 1–3 years of experience in hotel group sales, destination marketing, event coordinating, or a highly relevant sales support role.
- Proficiency in Microsoft Office Suite (Excel, Word, PowerPoint) is required.
- Proficiency in Adobe Suite and graphic design, photo, and video editing software (Illustrator, Photoshop, Premiere, CapCut, Canva) is required.
- A passion for travel, culture, and storytelling that translates into compelling content.
- Performs related work as required.

Skills

- **Attributes:** Highly self-motivated, sales-oriented, and enthusiastic about promoting Chico and Butte County as a premier travel destination.
- **Project Management:** Ability to manage multiple projects simultaneously, prioritize tasks, and meet deadlines.
- **Time management and Organization:** Ability to manage time effectively and maintain workflow organization
- **Collaboration and Adaptability:** Capable of working effectively independently and as part of a team, and comfortable in in-person and virtual work environments.
- **Strategic Thinking:** Able to think strategically while also focusing on tactical execution and demonstrates proactive problem-solving abilities.
- **Communication Style:** Excellent written and oral communication skills. Must possess strong business etiquette and a high level of comfort presenting to external clients and hospitality partners.
- **Market Research:** Knowledge of market research techniques and methodologies.

- Data Analysis: Strong analytical skills to interpret data and identify trends.

Essential Functions

- Must be willing and able to travel out-of-market frequently to represent the county at multi-day domestic trade shows and conventions.
- Must possess a valid class C California driver's license and a safe driving record.
- Ability to work a flexible schedule, including occasional evenings and weekends during active event windows or travel periods.
- Prolonged periods of sitting at a desk and working on a computer.
- Ability to lift, carry, pull, or push up to 40–50 lbs occasionally to manage trade show materials, booth transport, and promotional swag shipments.
- Must be able to climb stairs, walk on inclines, and walk on uneven terrain to capture content and meet with stakeholders.

Explore Butte County is an equal opportunity employer to all, regardless of age, ancestry, color, disability (mental and physical), exercising the right to family care and medical leave, gender, gender expression, gender identity, genetic information, marital status, medical condition, military or veteran status, national origin, political affiliation, race, religious creed, sex (includes pregnancy, childbirth, breastfeeding, and related medical conditions), and sexual orientation.