



**Position Title:** Sports & Special Events Liaison Coordinator

**Organization:** Destination Panama City (PCCDC)

**Location:** Panama City, Florida – this is not a remote position and travel is required.

**Employment Type:** Full-time Exempt

**Organizational Website:** <https://DestinationPanamaCity.com>

**OVERVIEW:** Destination Panama City is a Destination Marketing Organization with responsibility for devising and implementing strategies to promote and market Panama City as a premier travel destination. In the midst of a city-wide rebuild, the particular focus for this position is on developing exceptional sporting and cultural events, to include, but not limited to sporting tournaments and cultural experiences / exhibitions.

**GOALS:**

- Attract and secure high value events.
- Maximize yield from the tourism economy.
- Build a sustainable events calendar for Panama City.
- Provide superior customer service for Event Rights Holders, Participants, and Attendees.

**DUTIES:**

- Serve as the liaison between event organizers, Destination Panama City, local government agencies.
- Build positive partnership with stakeholders through active and consistent engagement.
- Monitor and evaluate business processes, systems and procedures to identify best practices that will encourage future event planners to consider Panama City.
- Contribute to the creation of strategies to attract and retain high quality events.
- Contribute to the creation of strategies to minimize the impacts on non-event communities and report to the CEO of any issues of concern.
- Prepare communications material and information updates to increase community understanding and awareness.
- Work with CEO to prepare responses for media inquiry or public relations initiatives.
- Foster a collaborative team environment, focused on service delivery to both internal and external stakeholders.
- Proactively keep up to date with industry and world events that may impact Destination Panama City's organizational goals and strategic objectives.
- Actively participate as a Destination Panama City team member by contributing to and undertaking special projects and activities as required.

- Update and ensure the stakeholder database accurately reflects internal and external contact information.
- Apply a high degree of analytical problem solving and reasoning skills to operate effectively and efficiently. Identify key issues and take action to resolve concerning situations at an early stage.
- Coordinate and manage the project either individually or participate within teams.
- Develop reports, analyses, briefings, planning documentation and other forms of ongoing program performance.

**SKILLS AND COMPETENCIES:**

- Microsoft Word, Excel, and PowerPoint
- Adobe Creative Suite
- Excellent interpersonal relationship building
- Proven ability to think strategically
- Negotiation and facilitation skills, creative and innovative thinking
- Experience handling confidential information in development of events
- Basic understanding of local government structure
- Understanding of legal and contractual requirements, documentation in relation to event management, including risk management and assessment
- Sound experience in professional communications
- Strong research and report writing and public speaking skills
- Self-motivated, efficient, positive personal disposition

**Application packages must include a relevant cover letter, resume, and examples of past event experience. All application packages should be emailed as one document to:**

**[Jennifer@DestinationPanamaCity.com](mailto:Jennifer@DestinationPanamaCity.com)**