



Johnson City Doughboys

The Johnson City Doughboys are a member of the Appalachian League based in Johnson City, TN. 2021 marks the inaugural season of the new Appalachian League which is a partner league of Major League Baseball. The Johnson City Doughboys call TVA Credit Union Ballpark home.

Responsibilities:

Specific responsibilities include but are not limited to, the following:

- Oversee all aspects of the franchise
- Develop and execute an effective; corporate sales, ticket sales, group sales, food & beverage, marketing, community relations, promotional, stadium operations, baseball operations, financial, media relations plans
- Take ownership of the overall planning, development, implementation, administration, and budget for the franchise
- Sell and service corporate sales
- Sell and service season ticket & group sales accounts
- Be aggressive in seeking new business and comfortable with cold calling
- Ability to set qualified appointments on a weekly basis
- Help in developing strategies for short and long range sales plan
- Establish sales goals for each staff member
- Meet a personal sales revenue goal by developing new relationships and growing existing relationships
- Contact new Major Accounts, conduct sales presentations, qualify, negotiate and close new and additional business
- Have strong organizational and follow up skills
- Be Responsible for attending Chamber Events, Association Meetings, and other networking events held outside the office and in many cases after normal business offices
- Administer superior customer service for all client's year round
- Having excellent communication skills and a high level of energy, enthusiasm, and a passion to be successful in the sports industry
- Work includes flexible hours with night and weekend work in-season necessary
- Report and work directly with Boyd Sports Vice President and President