

Head of Private Events & Stadium Tours

The Head of Private Events & Stadium Tours leads the strategy, sales, and delivery of the stadium’s private events (MICE) and stadium tour programs to maximize non-bowl event revenue. The role is responsible for identifying market opportunities, developing go-to-market plans, and driving sales and marketing initiatives while ensuring exceptional corporate and visitor experiences. The position also oversees the development and operation of the stadium tour program and leads the private events and tours team to deliver strong commercial and operational performance

Key Responsibilities:

- Lead the growth and profitability of the stadium’s private events (MICE) business, ensuring achievement of revenue and budget targets
- Develop and implement the MICE commercial strategy and go-to-market plan to expand the stadium’s corporate events portfolio
- Drive proactive business development and client engagement to secure new private events and maintain a strong pipeline of opportunities
- Oversee the preparation of client proposals and ensure strong conversion of leads into confirmed events
- Coordinate with stadium operations and F&B teams to ensure seamless planning and delivery of corporate events
- Optimize event planning and resource allocation to maximize operational efficiency across stadium functions
- Monitor sales performance through CRM reporting and dashboards to track pipeline health, campaign effectiveness, and team productivity
- Lead, develop, and motivate the private events sales team to achieve sales targets and maintain high performance standards
- Represent the stadium in client meetings, sales presentations, and industry engagements to promote the venue as a leading destination for corporate events

Experience Minimum Requirements	Education Minimum Requirements
5+ years in hospitality sales or equivalent Strong experience in relationship management and sales	Bachelor’s degree in marketing, Business Administration, or a related field is required