



Date: Thursday, September 30, 2021

Director of Ticket, Hospitality, & Event Sales

BE A PART OF THE KENTUCKY DERBY, OAKS, AND THE TRANSFORMATION OF A LEGENDARY RACETRACK!

Churchill Downs Racetrack ("CDRT" or the "Company"), the world's most legendary racetrack, has been the home of The Kentucky Derby, the longest continually held annual sporting event in the United States, since 1875. Located in Louisville, CDRT features a series of themed race days during Derby Week, including the Kentucky Derby and Kentucky Oaks, and conducts Thoroughbred horse racing during three race meets in the Spring, September, and the Fall. CDRT is located on 175 acres and has a one-mile dirt track, a 7/8-mile turf track, a stabling area, and provides seating for approximately 60,000 guests. The saddling paddock and the stable area has barns sufficient to accommodate 1,400 horses and a 114-room dormitory for backstretch personnel. CDRT also has a year-round simulcast wagering facility.

Churchill Downs also recently announced three major multi-year capital investments to transform key areas at the home of the Kentucky Derby. These projects will ultimately provide new, unique and extraordinary guest experiences in the coming years. Plans include the debut of a new project each year over the next three years, beginning with the Homestretch Club for Kentucky Derby 2022, the Turn 1 Experience for Kentucky Derby 2023, and culminating with a Paddock area redesign for the 150th running of the Kentucky Derby in 2024.

"These improvements will blend 147 years of tradition with an updated atmosphere that celebrates our storied past and ushers in a spectacular future for Churchill Downs." – Churchill Downs Racetrack President - Mike Anderson

FUNCTION

The Director of Ticket, Hospitality, & Event Sales will help to develop and implement the overall ticket sales plan while largely overseeing the day-to-day operations of the group & special event sales department. Manage and develop sales representatives with their focus on selling season, group, hospitality/tourism, and corporate event tickets including weddings & special occasions. Will work closely with the Sr. Director of Sales & Service and the VP of Sales & Strategy to lead the overall process and strategy of the entire Sales & Service department.

SPECIFIC DUTIES AND RESPONSIBILITIES

Meet and exceed Executive Team revenue goals by actively selling and promoting Churchill Downs Racetrack as an entertainment venue, personally and professionally throughout Louisville and through effective leadership of the sales & service team.

This role will be responsible for creating and implementing a plan and process for providing an exceptional level of world-class customer service to each and every customer that Churchill Downs may have the opportunity to interact with. Ensure sales team goals and execution of sales team plans follows the Company's core brand mission of providing superior customer service for each event throughout the year.

Recruit, hire, train, and develop future sales managers and representatives.

Create and uphold accountability standards and processes throughout the sales department.

Create and optimize standards of excellence with regard to key performance indicators.

Develop a sales plan in conjunction with the VP & Sr. Director of Sales & Service to uphold the following:

- Pacing & Goal Potential
- Objectives and Incentive Strategies
- Timeline
- Budget
- Culture Growth
- Innovation – New Technologies
- Pricing
- Internal Processes
- Overall Strategy

Lead, motivate and retain ticket sales staff for future succession and opportunities within the department.

Research, identify and lead plan to execute potential new revenue opportunities.

Demonstrate financial acumen in monitoring budget and creating proactive action sales & service plans.

Negotiate contractual terms and manage department's revenue.

Develop and execute effective and positive relationships with all other departments.

Communicate proactively and timely with other department leaders concerning execution of customer events.

Improve processes to better service ticket holders

Address customer issues and ensure effective and long-term problem resolution.

Provide timely feedback to the Company regarding service failures or customer concerns.

Effectively utilize the Company's CRM (Customer Relationship Management, Salesforce) platform to manage daily output and activity, and increase adoption

Perform other duties as assigned by sales and executive management

SUPERVISORY RESPONSIBILITIES

This role will oversee Account Executives of Ticket Sales, Group Sales, Special Events & Retention, along with some seasonal sales positions along with room for growth and additional oversight as the department expands.

EDUCATION, TRAINING, AND EXPERIENCE

5-10 years of sports sales and hospitality experience is preferred.

3-5 years of management experience is preferred.

Bachelor's degree (B.A.) from a four-year college, or equivalent combination of education and experience is preferred.

LANGUAGE SKILLS:

Ability to communicate effectively (oral & written) with all types of clients, co-workers, and the general public. Ability to communicate effectively under pressure and when working under a deadline.

MATHEMATICAL SKILLS:

Knowledge to apply mathematical operations to such tasks as analyzing costs, return on investment, and analyzing industry metrics and statistics in comparison to company goals and performance.

REASONING ABILITY:

Ability to define problems, collect data, establish facts and draw valid conclusions. Ability to interpret directions and technical diagrams.

PROBLEM SOLVING REQUIREMENTS:

When dealing with prospects and clients, employee must show discretion when making recommendations regarding options and event details for a Churchill Downs Racetrack event.

MACHINES, TOOLS, EQUIPMENT:

Computer, printer, calculator, copy and scanning machine, telephone, shredder, software packages, etc.

WORKING CONDITIONS:

This work is performed primarily in a business office setting within a sports and entertainment facility. Events often take place outside of traditional business hours, on weekends, and holidays. Some areas of the facility may be noisy and subject to changing weather conditions. Churchill Downs Racetrack spans 175 acres and more than 1.5 million square feet under roof with additional entertainment facilities not protected from weather conditions.

The ability to move swiftly throughout the facility and stand for long periods of time is necessary. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The above noted job description is not intended to describe, in detail, the multitude of tasks that may be assigned but rather to give the associate a general sense of the responsibilities and expectations of the position. As the nature of business demands change so, too, may the essential functions of this position.

We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.