



Date: Sunday, November 13, 2022

Position: Sr. Manager of Premium Sales & New Business Development

Department: Sales & Service

Reports to: Sr. Director Sales & Service

Business Unit: Churchill Downs Racetrack

Job code: Full-Time

Union Position: No

Hours: Exempt No Clock In and Out

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

Churchill Downs Racetrack ("CDRT"), 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 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

POSITION SUMMARY:

In this role as Sr. Manager of Premium Sales & New Business Development at CDRT you will be responsible for overseeing a Premium Seating Sales team and our very first New Business Development Team. This role will guide the overall departments needs and work cohesively to steer the overall vision for the experience we want to deliver daily to our Kentucky Derby & Kentucky Oaks customers. The main objective of this position is to drive new business for the through our inbound and outbound sales teams on a day to day basis and in anticipation of many new products that will be created from the \$200m First Turn Club and Paddock Projects.

DUTIES AND RESPONSIBILITIES:

- Oversee Premium Sales & New Business Development (a B2B style sales team)
- Handle Day to Day of Cases, Complaints, PSL Needs, Inventory Management, Contract Process,
- Build Out Corporate Sales Plan, Local Territory Maps, Target Companies Globally & Locally
- Prospect every company in Louisville and the surrounding area
- Build Out a National Sales Plan, Regional Fortune 500 Companies to Target & Global Horse Racing Enthusiast Markets to Target Top Companies, Outbound Instead of Inbound Sales
- Oversee Plan to Fulfill First Turn Club Sellout, & New Paddock Club
- Oversee Day to Day of Reconciling Accounts, Money Paid, Credit Usage, Lead Lists
- Lead and Oversee Salesforce Build Out, Customer Modeling & Profile Building, Dashboards & Pipeline
- Collaborates with the ticket sales team to maximize premium sales categories
- Provide direction, goal setting, and motivation cohesively
- Oversight of Premium timeline and calendar
- Track and execute against a business plan developed, in conjunction with CD Ticketing Leadership, to drive new sales and maintain/grow the current customer base
- Recruit, hire and train
- Teach, model, and reinforce sales process to staff consistently with a current and in-depth strategy to generate ticket sales
- Conducts ongoing coaching/development with each representative consistently to discuss personal updates, goal pacing, and training needs
- Monitor attitude and effort-based goals (calls completed, meeting set, etc.)
- Manage race day efforts
- Assist with numerous in-race season and off-race season sales events to drive Oaks and Derby revenue
- Create and implement a comprehensive plan to identify prospects both locally and nationally
- Maintain customer database and assist in facilitating communication of marketing efforts
- Attending chamber of commerce meetings, and business-related networking functions
- Other duties as assigned

EXPECTATIONS:

- Adhere to CDI/CDRT Policies and Procedures
- Represent Churchill Downs in a professional manner both inside and outside of the organization
- Perform duties as workload necessitates

- Demonstrate flexible and efficient time management and ability to prioritize workload
- Be respectful to colleagues and function in a team environment

QUALIFICATION REQUIREMENTS:

To perform this job successfully, candidate must be able to perform each duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The candidate must have a strong work ethic and a burning desire to build a career in professional sports.

- Proven premium sales experience managing both process and the sales performance required of such position at a sports or entertainment venue, with vast amounts of knowledge pertaining to entertaining, selling and servicing Premium & VIP customers is preferred. 2-3 of leadership is preferred but not required.
- Proficient in basic software programs
- Creative and enthusiastic with excellent interpersonal skills
- Available to work race days and special events
- Possess a willingness to work long hours, evenings, weekends and holidays.
- Must demonstrate prior experience in dealing with high level clients including dignitaries, officials, celebrities, premium ticket holder, club members, high stakes wagers and/or members of the thoroughbred racing community.
- People oriented, able to multi-task, be organized, motivated and detail focused
- Prior interaction with the public and/or working knowledge of the horse racing industry preferred
- Proficiency in Microsoft Office and other related software and open to learning new technologies

EDUCATION AND/OR EXPERIENCE:

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 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.

MACHINE, TOOLS, EQUIPMENT:

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

WORKING CONDITIONS:

- Travel Requirements: Does not require travel outside of Louisville
- Physical Demands: This position requires the ability to lift up to 10 pounds.

- Work Environment: The incumbent primarily works in an office environment, however is expected to attend Churchill Downs race days.

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.