



**Date: Wednesday, January 18, 2023**

**Position: Director of Premium Sales & Service**

**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 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 have 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 Director of Premium Sales & Service at CDRT you will be responsible for overseeing a Premium Sales, Service & Experience team, the Season Memberships Team including the oversight of the Turf Club, Homestretch Club, and Membership Programs. This role will guide the overall department's needs and work cohesively to steer the overall vision for the experience we want to deliver daily to our Kentucky Derby & Kentucky Oaks day guests. You will also be a key leader in the overall build of a World Class Ticket Sales & Service Team.

**DUTIES AND RESPONSIBILITIES:**

- Oversee Kentucky Derby & Kentucky Oaks Premium Sales, Service, & Memberships departments and day to day
- Build overall sales & service plans for premium and memberships to adapt for future business needs
- Work in conjunction with the Sr. Managers on special requests for Oaks and Derby tickets
- Handle Brokers and resale inquiries
- Handle Day to Day of Cases, Complaints, PSL Needs, Inventory Management, Contract Process,
- Hire, train, recruit, manage and oversee sales & service reps and Sr. Managers with vast experience in racing, and ensure a World Class hiring and onboarding process
- Develop connections with local colleges and recruiters to source top talent
- Develop KPIs for each group, tasks required daily, emails, calls, and overall performance, along with measuring their performance and sales success against the goals
  
- Ensure guest-facing spaces are ready and in top shape for the Kentucky Derby & Kentucky Oaks
  
- Adjust and ensure accuracy within the website for all sales elements related to the departments overseeing

- Coordinate with partners to ensure sales success as it pertains to revenue
- Work with Sr. Managers and the Ticketing Inventory, Pricing, and Data Analyst to ensure proper inventory alignment and sales forecasting for success
- Prospect and build a plan to ensure we are presenting Churchill Downs offerings to all corporations & consumers
- Oversee the plan to fulfill additional hospitality generated from the Transformative First Turn Club and Paddock Projects
- Work through the layout and flow of new hospitality spaces and how they function for overall success
- Create and build out membership benefits, offerings, and overall experience for our guests
- Oversee Day to Day of Reconciling Accounts, Money Paid, Credit Usage, and Lead Lists
- Coordinate with our food & beverage provider to provide the level of service expected in our Premium areas
- Lead and Oversee Ticket Sales & Service needs as it pertains to the continued implementation of Salesforce
- Review and approve contracts in coordination with Ticket Sales leadership and as it pertains to Ticket Sales
- Responsible for assisting the Sr. Director of Sales & Service with the annual budget for the Premium Sales Department and responsible for reaching set budget revenue and expense targets for Premium Sales.
- 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, the 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 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 processes and the sales performance required of such a position at a sports or entertainment venue, with vast amounts of knowledge about entertaining, selling, and servicing Premium & VIP customers is preferred.
- 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 holders, club members, high-stakes wagerers, and/or members of the thoroughbred racing community.
- People-oriented, able to multi-task, 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:**

- 3+ years of experience managing sales &/or service teams preferably in the sports & entertainment industry
- 7+ years of sales experience preferably in the sports and entertainment industry
- A Bachelor's degree (B.A.) from a four-year college, or an 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, the employee must show discretion when making recommendations regarding options and event details for a Churchill Downs Racetrack event.

**MACHINE, TOOLS, AND 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 on 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 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 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.