



Date: Wednesday, January 18, 2023

Position: Sr. Manager of Consumer Sales

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 Sr. Manager of Consumer Sales at CDRT you will be responsible for overseeing the day-to-day of the Consumer Sales Department and particularly the continued growth of DAR and the Kentucky Derby and Kentucky Oaks. This role will guide the strategy, timelines, and overall maximization of all things sales & service for CDRT. A strong leader is required who can drive revenue, but also motivate and control our business to ensure what is best for Churchill Downs and the future growth of our brand and enterprise. The Sr. Manager of Consumer Sales is a key leadership position on the Churchill Downs Racetrack ticket sales team that will recruit, hire, train, and manage a team of first-year ticket sales representatives selling all race days at Churchill Downs via outbound campaigns and inbound leads.

DUTIES AND RESPONSIBILITIES:

- Recruit, train, and manage the day-to-day and track KPIs and inbound and outbound efforts of Consumer Sales
- Manage the main line Churchill Downs and Kentucky Derby phone lines and work with internal parties to staff appropriately during the busy Derby Week timeframe and coordinate warming of leads and distribution process
- Coordinate dynamic phone tree, phone technology monitoring, and ensure 100% callbacks and answered calls by Churchill Downs promoting world-class customer service, work closely with Derby Experiences to ensure the same level of service, and all third-party partners
- Monitor Salesforce Cases and Complaints and ensure all are resolved promptly and innovatively
- Monitor General Admission Sales and Consumer Reserved Seating Inventory to Ensure Online Options are Easily Available and Consumer Buy Flow is Efficient
- Establish strong relationships with colleges nationwide and attend career fairs nationally to recruit the best available talent for the ticket sales department
- Work collaboratively with the ticketing leadership team in hiring for open sales and service positions within the department

- Develop ticket sales campaigns and strategies to maximize CD Business for Consumers on the Kentucky Derby & Kentucky Oaks and all other race days
- Focus on Consumer Products, Upgrades, Offerings, and Price Points
- Oversee all Pricing Sheets, Collateral, Map Builds, & Customer Facing Components
- Attend sales calls and face-to-face appointments with sales reps
- Plan and execute daily and weekly training sessions across all CD products
- Create and execute sales contests and other team-building events
- Work closely with marketing, box office, facility operations, and business strategy and analytics teams
- Host Sales Workshop at Churchill Downs to recruit top talent
- Continue to grow and establish the CD brand with additional marketing and content elements
- Champion Churchill Downs philosophies
- Establish an inclusive and motivating sales culture that is in line with the rest of the overall department and company
- Recruit and hire top, first-year sales talent that serves as a pipeline for the group, corporate, and service teams
- Accelerate the growth of individual sales representatives through year-round training and mentoring to improve individual production
- Implement consumer sales campaigns to generate ticket revenue through inbound and outbound activity
- Produce timely and accurate reporting that communicates the progress of the sales team individually and collectively
- Develop and maintain sales incentive programs and contests
- Grow revenue through a variety of approaches including but not limited to face-to-face appointments and comprehensive call, video, and email campaigns while analyzing the return on investment for these approaches
- Plan and lead sales events during the off-season
- Responsible for assisting with the annual budget and reaching set budget revenue and expense targets and coordinating with leadership to ensure effectiveness
- May be required to represent CDRT at external or internal functions to increase the company's exposure and improve sales opportunities
- 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 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 customers 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:

2+ years of experience in sports and entertainment is preferred.

A 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, 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.