Position: Premium Sales Manager

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 Premium Sales Manager at CDRT you will be responsible for building relationships with premium and VIP customers to provide excellent customer service and drive the new sales of our world-class Premium areas. You will be reaching out to potential prospects, clients, referrals, and networking relationships to renew and sell new premium offerings to both companies and consumers. This position will also help with the overall day-to-day needs and processes of the Premium Business department to ensure we are set up for success and have the ability to provide an unsurpassed level of customer service.

DUTIES AND RESPONSIBILITIES:
- Meet or exceed all new sales goals provided by the Executive Team
- Sell all the Premium offerings that Churchill Downs Racetrack has via outbound prospecting
- Prospect a create new leads via creative new methods as well as traditional sources
- Host and conduct sales calls and presentations both virtually and in-person
- Perform skilled deal closings and information sessions
- Assist with Kentucky Derby and Oaks processes as well as servicing customers on all race days
- Service existing Premium members with world-class customer service and facilitate their renewals
- Work alongside other members of the Premium Business team to enhance the sales & service culture and provide a world-class experience to our customers
- Lead and help maintain the growth of our CRM initiatives
- Assist with all administrative needs of the Premium Business team to ensure proper procedures are followed
- Address customer issues and ensure effective short-term and long-term problem resolution
- Provide timely feedback to the company regarding service failures or customer concerns
- Collaborate with all departments to facilitate all Kentucky Derby and Oaks ticketing/seating needs
- 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:
2-3+ years of experience in the sports and entertainment industry 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.