



Premium Experience & Ticketing Administration Manager

Date: Monday, November 27, 2023

Position: Premium Experience & Ticketing Administration Manager

Department: Sales & Service

Reports to: Sr. Director of Sales & Service

Business Unit: Churchill Downs Racetrack

Hours: 40, Monday-Friday (expected to work race days with flex scheduling for weekends)

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 have included the debut of a new project each year over a three year period, beginning with the Homestretch Club for Kentucky Derby 2022, the First Turn 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 Experience & Ticketing Administration Manager at CDRT, you will be responsible for building relationships with current and potential Premium customers to provide excellent customer service and drive the overall experience of our world-class event. You will be reaching out and working closely with clients, referrals, and networking relationships to renew and sell our offerings to businesses and consumers. This position will help in large part with the overall day-to-day needs and processes of the Premium & Ticketing department to ensure we are aligned for success and continue to provide an unsurpassed level of customer service, a constant commitment to innovation, and cutting-edge offerings.

DUTIES AND RESPONSIBILITIES:

- Meet or exceed all renewal sales goals provided by the Executive Team.
- Sell Premium offerings at Churchill Downs Racetrack through referrals and networking opportunities.
- Host and conduct service calls and presentations over the phone, virtually, and in-person both on and off-site.
- Perform skilled deal closings and information sessions with customers.

- Assist with Kentucky Derby and Oaks processes and service customers.
- 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.
- Lead and help maintain the growth of our CRM initiatives, including building avid notes on all customers.
- Assist with all administrative needs of the Premium Business team & Ticket Department 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.
- Demonstrate flexibility in working in various capacities with various departments especially within the ticketing department.
- Assist as needed with race day responsibilities including but not limited to overseeing or managing certain premium hospitality areas for Derby Week as the main point of contact or Concierge.
- Assist the VP of Sales and Strategy and the Sr. Director of Sales & Service with various projects, scheduling, customers, meetings, administrative needs, etc.
- Take notes and transcribe departmental meetings, ensuring frequent communication with the ticketing department.

EXPECTATIONS:

- Adherence to CDI/CDRT Policies and Procedures
- Exemplify professionalism, embodying the Churchill Downs brand both within and outside the organization.
- Execute assigned duties as workload demands.
- Showcase flexibility and efficient time management, adept at prioritizing tasks.
- Uphold respect towards colleagues and thrive in a collaborative team environment.
- Embrace additional responsibilities as assigned, showcasing a readiness to work extended hours as needed.
- Demonstrate a willingness to exceed expectations and consistently go above and beyond in their work.

QUALIFICATION REQUIREMENTS:

The candidate for this position will be capable of executing each responsibility with excellence. The outlined qualifications below encompass the requisite knowledge, skills, and abilities. Reasonable accommodations will be considered to facilitate individuals with disabilities in performing essential job functions. The candidate should demonstrate a robust work ethic and an unwavering aspiration to forge a career in the realm of professional sports.

- Demonstrated experience in premium and ticketing services, showcasing adept management of processes and service performance in a sports or entertainment venue. Extensive knowledge in the domains of entertainment, sales, and service for premium and VIP customers is highly desirable.
- Proficiency in CRM software, with a preference for expertise in Salesforce, and familiarity with ticketing systems, particularly Ticketmaster/Archtics.
- Possession of creative and enthusiastic qualities coupled with excellent interpersonal skills.
- Availability to work on race days and special events.
- Willingness to work extended hours, evenings, weekends, and holidays beyond the standard 40-hour workweek.
- Preferred background in handling high-profile clients, including dignitaries, officials, celebrities, premium ticket holders, club members, high-stakes wagerers, and individuals within the thoroughbred racing community.
- People-oriented, with the ability to multitask, exhibit organizational skills, motivation, and attention to detail.
- Prior experience in public interaction and/or a working understanding of the horse racing industry is advantageous.
- Proficient in Microsoft Office and other relevant software, with a willingness to adapt to and learn 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 set 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 typically require travel outside of Louisville, could require occasional travel for business development or to review other premium events similar to the Kentucky Derby
- 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 as needed.

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.