



Newcastle Racecourse

Position:	General Manager
Reporting to:	Executive Director
Contract type:	Permanent, Full Time
Hours of work:	40 hours per week, 5 days out of 7

About the role

Reporting to the Executive Director, the General Manager is responsible for coordinating and managing all commercial activities at the Racecourse to ensure that turnover and profit targets are met or exceeded.

The General Manager is focused on maximising profit across seven income lines: sponsorship, hospitality, advertising hoardings, annual boxes, annual badges, admissions and non-race day events such as conferencing, banqueting, site hire and weddings. This is to be achieved by managing a team of proactive and reactive sales people, plus driving forward the marketing function for the venue.

Furthermore in the absence of the Executive Director the General Manager will be responsible for the day to day activities of all functions across the venue, including Operations, Catering, Golf and Estates.

High levels of commitment and responsibility will be required in order to meet and surpass performance targets.

Key responsibilities for the role will include:

Sales/Account Management:

- To design and implement a sales plan in line with the overall business plan and capable of delivering and over achieving the specified financial targets
- Working with the Executive Director to set detailed sales and profit budgets
- Play the leading role in the proactive development of new business and improving levels of awareness of Newcastle Racecourse and all of our products in the market place
- Identifying and developing theme days, trade days, charity events and other events to enhance selected race days, provide more reasons for attendance and participation by the public and corporate customers and encourage sponsorship
- Identify, develop and lead the Events Sales Team to deliver key sales opportunities for significantly driving forward our non-race day business
- Ensuring that targets are designed implemented and achieved for each business and team member
- Ensuring the delivery of KPI's set by you and the Executive Director to drive revenue to achieve or exceed Budget
- Personally leading from the front, demonstrate proactive sales, customer relationship development and closing techniques



- To build relationships both personally and through your team with existing clients, event agencies and corporate clients
- To lead a team capable of identifying new target markets and opportunities, build relationships with potential new customers develop mutually beneficial partnerships and new revenue
- To ensure that all key client accounts are managed and maintained offering improving service and developed relationships
- To lead the ongoing development of the existing database of agencies and companies using relevant directories, website, email and telephone to find company decision makers

Marketing and Promotion:

- To work with the Media and Marketing Manager to ensure that each income line has an advertising and promotion plan to deliver the sales targets in line with overall business strategy, brand development and objectives
- To clearly identify all customer market segments and design and implement sales and promotion activity to increase attendance, business turnover and profitability
- To ensure that each sales promotional activity has associated measurement processes to quantify its effectiveness
- To work with the Media and Marketing Manager to build the theme of race days such that they deliver increased attendance, spend per head and sponsorship over the short and long term
- To work with the Media and Marketing Manager to design, procure and implement a race day entertainment programme and other customer offerings to enhance the race day experience appropriately

Team Management:

- You will be required to directly manage a Racing Sales, Events Sales and Marketing Team which will be comprised of individuals responsible for all areas of the business
- To work with the Regional HR Manager to lead the recruitment and induction of all new team members.
- To continuously review the performance of your direct reports and devise personal development plans for team members.
- To be positioned internally and externally as the second in command within the business, providing support to all areas within High Gosforth Park in the Executive Directors Absence.
- To understand the full raceday operation at Newcastle Racecourse to and have the ability to manage the operation in the absence of the Executive Director.
- This will involve working with all members of the team to:
 - a. Develop initiatives and strategy to increase business in all income lines and then to follow through in its execution and necessary reviews
 - b. Managing the team on a daily basis as required
 - c. Ensure that all enquiries are dealt with as they should be
 - d. Put in place clear management processes and strategy for the delivery and exceeding of targets, including weekly sales meetings

- e. To provide weekly reports to the Executive Director on team performance against KPI's.
- f. To lead a team capable of providing clear and concise reporting as required to the Executive Director and Financial Controller. This is to include all bookings, cash flow and enquiries.
- g. Ensure the team has a processes in place for making sure all bookings are paid for prior to the event taking place in line with the company's terms and conditions
- h. To ensure that the product is delivered efficiently and exceeds customer expectations
- i. Make sure that we providing excellent customer service and standards at all times and that the team are clear on the expectations
- j. To evaluate sales processes, recommending improvements through to implementation and delivery.
- k. To ensure that all restaurant bookings, badge/ticket sales are properly managed and supported
- l. To ensure that all leads are recorded, followed up in a timely manner and converted into sales/bookings wherever possible.
- m. Implement procedures to maximise opportunities for cross-selling of other business opportunities and upselling.
- n. To ensure that each business and type of product has a sales process which is documented and followed by the sales team and which captures all relevant information to ensure that detailed customer requirements are recorded such that their expectations can be met by the operational team
- o. Ensure that relationships are built with all of the other Heads of Department and team members at Newcastle Racecourse

Service Delivery:

- To work with the operational heads of department towards implementing and maintaining practices and processes which ensure high levels of customer satisfaction for all corporate and event customers
- To conduct market research to measure customer satisfaction levels and identify areas for improvement

Administration:

- To create a sales process that ensures all enquiries are dealt with in a professional and courteous manner and followed up.
- Develop procedures that ensure that all written confirmation, terms and conditions and an invoice are sent as soon as possible to the client
- To maintain a detailed bookings diary and comprehensive, up-to-date client database utilising the current EM system ensuring that "maximum standards" are maintained at all times.
- To maintain accurate levels of reporting for income including the production of detailed sales projection figures and the analysis of figures for confirmed events.
- When relevant to work with the Financial Controller in the compilation of relevant financial reports and budgeting.



General and Management Responsibilities:

- To appropriately represent the racecourse in the local community, liaising with all local authorities, service providers and media.
- To develop and sustain a customer-focused, cost-conscious, total quality, entrepreneurial culture at all levels.
- To ensure the effective promotion and development of the brand and its reputation.
- To lead and coach all members of the sales and marketing team, setting sales targets for individuals, promotion type and activity
- To conduct six monthly performance appraisals with heads of the Racing Sales, Events Sales and Marketing Department. To ensure that any outcomes of these meetings are followed up with the support of the HR department where necessary
- As a senior staff member to set an example to other staff through your own behaviour in implementing the Company's environmental policy with regard to energy saving and recycling
- To control wastage and operate according to the Companies environment policy with regard to:
 - Product control and waste minimisation
 - Proper care and maintenance of equipment to prolong its life
 - Proper separation and disposal of cardboard, paper and glass in recycling bins
 - Minimising energy wastage by switching off unused lights, heating, PCs and equipment

Health and Safety:

- To comply at all times with Health and Safety regulations and safe working practices in accordance with current legislation and as detailed in the Company's Health and Safety Policy and Procedures
- To comply with all Health and Safety procedures associated with the department at all times. This relates to:
 - Standards and procedures of correct working practices
 - The completion of risk assessments
 - COSHH regulations
 - Use of Personal Protective Equipment

The above is not an exhaustive list of duties, and you will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.

Personality:

- Dynamic
- Commercially focused
- A skilled negotiator
- A great influencer
- An excellent communicator
- A strong leader, with demonstrated accomplishments in the management of diverse teams.



Other

To comply with all Health and Safety procedures associated with the department at all times. This relates to:

- Standards and procedures of correct working practices
- The completion of risk assessments
- COSHH regulations
- Use of Personal Protective Equipment

To control wastage and operate according to the Companies environment policy with regard to:

- product control and waste minimisation
- proper care and maintenance of equipment to prolong its life
- using towels in appropriate quantity to minimise unnecessary laundering
- proper separation and disposal of cardboard, paper and glass in recycling bins
- minimising energy wastage by switching off unused lights, heating, PCs and equipment

To be an ambassador for ARC and for our site, taking personal responsibility for finding out about our product and services, and at all times striving to represent the Company in the most professional, courteous and efficient manner possible.

The above is not an exhaustive list of duties, and you will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.

Signed by Employee..... Date.....

Signed by Line Manager..... Date.....