



### **Doncaster Racecourse**

<b>Position:</b>	Events Sales Executive (North)
<b>Reporting to:</b>	Regional and Events Sales Manager (North)
<b>Responsible for:</b>	Sales of non-racing commercial assets across the northern region
<b>Contract type:</b>	Permanent
<b>Hours of work:</b>	40 hours per week, 5 days out of 7

#### **About the role**

The Event Sales Executive will work within the newly created Regional Commercial Team, driving the commercial success of the region and wider group.

This position will drive Events sales by the effective conversion of non racing events with focus on upsell, account management and driving repeat business. Where required, this role will also include pro-active sales to both existing clients and the identification and conversion of new business.

This position will support the Senior Event Sales Executive, contributing to the overall EVH strategy. Working closely with the regional delivery team to ensure efficient client management and the highest levels of customer service.

Candidates should be highly driven, with a relentlessly positive attitude, the ability to work under pressure and extensive experience within the events / arena.

#### **Key responsibilities for the role will include**

- Maximising profit from current clients, upselling and cross-selling where appropriate.
- Recognising the opportunity as either racing sales or EVH, always addressing client need to provide the best commercial solution through best fit of product, race course or multiples.
- Respond to all enquiries within the prescribed timescale with a professional and positive manner.
- Manage the booking with effective use of the administrative systems eg Delphi and EMS
- Keep accurate sales pipeline reports in-line with group guidance to assist in site / regional / group sales tracking and operational planning.
- Prepare accurate contracts with the appropriate pricing and timings, consistent with the commercial model for specific course event.



- Apply sales incentives where appropriate in order to convert sales within the commercial parameters set by the Senior Event Sales Executive and Sales and Commercial Manager.
- Work closely with on-site co-ordinator to facilitate show-round, FAM visit.
- Ensure accurate and effective handover to the regional delivery team who will be responsible for the operation of the contract, continuing an effective and steady flow of communication.
- In conjunction with the regional delivery team, manage client feedback and requirements to ensure smooth delivery of the race day / event.
- Post-event day / event client management, gathering feedback and maximising repeat business opportunities.
- Assist the Senior Event Sales Executive in preparing sales reports and analysis.
- As directed, conduct business development activity with both existing clients and new business.
- Account manage high-value clients to ensure repeat and maximised business.
- Understand the wider business and take an active interest in the competitive landscape to play an active role in product and commercial development.
- Take part in FAM activity, high-value client meetings and industry shows / exhibitions where appropriate.
- Provide outstanding client experience at all times, to group standards of practice.
- Any other special duties or work outside of the daily and weekly routine but within the overall scope of the position.

### **Essential Skills & Experience:**

- Minimum of 2 years' experience in an accomplished sales role with some account management preferred
- Evidenced previous experience in large scale event management with single client events over 10k in revenue.
- Evidenced ability to hit sales targets.
- Experience of sales with the hospitality and events business preferred.
- A clear and detailed understanding of client and account management within events is preferred
- Influencing skills and the ability to negotiate.
- Strong commercial understanding and the ability to apply sound financial judgement during the sales process within a commercial model.
- High level of interpersonal skills and the ability to communicate with gravitas.
- Excellent communicator
- Works well under pressure and the ability to thrive against stretching financial targets.
- Customer service focused (internal and external)



- Organised, systematic and process driven
- Works well as a member of a team but a self-starting and highly driven.

**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.....