



Doncaster Racecourse (February 2026)

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| Position: | Business Manager |
| Reporting to: | General Manager |
| Responsible for: | To lead in operational delivery, managing key stakeholder and sponsor relationships, and driving commercial growth and strategic initiatives |
| Contract type: | Full time, Permanent |
| Hours of work: | 40 hours per week, 5 days out of 7 based at Doncaster Racecourse |

About the role

This pivotal role is at the heart of delivering an outstanding experience for owners, trainers, sponsors, community partners, and VIP stakeholders. As a senior operational and relationship leader, you will oversee the Business Coordinators team, manage key commercial and logistical functions, and play a leading role in shaping and delivering major strategic initiatives, including the St Leger Festival’s 250th Anniversary programme and the “250 Community Groups” engagement project.

You will also be responsible for driving sponsorship sales, identifying and securing new commercial opportunities, strengthening existing partnerships, and contributing to sustainable revenue growth through proactive acquisition and retention strategies.

Combining strong people leadership with exceptional stakeholder management and event delivery expertise, you will enhance partnership value, deepen commercial relationships, and support the continued growth and profile of the venue within the community and the wider racing industry.

Detailed description of the role

Leadership & Operational Management

- Lead, coach, and develop the Business Coordinators team ensuring high performance and alignment with organisational goals.
- Oversee rota planning, event staffing, and resource allocation to deliver smooth operational execution across all racedays and partner events.
- Manage event budgets, ensuring accurate forecasting, cost control, and maximum value delivery.
- Act as Duty Manager at events, ensuring seamless experiences for owners, sponsors, and VIP guests while providing strong on-the-day leadership.

Stakeholder, Sponsor & Partner Engagement

- Build and maintain strong, influential relationships with owners, trainers, sponsors, and internal senior stakeholders.
- Serve as a primary point of contact for box holders and commercial partners, overseeing their full lifecycle from onboarding and activation to review and renewal.
- Identify opportunities to enhance partner experiences and drive commercial growth through improved value propositions and exceptional service.
- Proactively identify, pitch, and secure new sponsorship opportunities to support commercial revenue targets.



- Develop compelling sponsorship proposals and packages aligned with brand, event, and partner objectives.
- Work closely with the General Manager and commercial teams to create and execute strategies for sponsorship growth.
- Support renewal conversations and ensure sponsors receive demonstrable value to drive long-term retention.

Community & Strategic Project Leadership

- Lead the “250 Community Groups” initiative with a target of delivering 6,250 ticket sales for the St Leger Festival, ensuring meaningful community engagement and measurable outcomes.
- Deliver a series of projects and initiatives aligned with the St Leger Festival’s 250th Anniversary celebrations, ensuring alignment with brand, commercial, and community objectives.
- Develop community engagement strategies that increase visibility, strengthen relationships, and deepen the venue’s presence within local and regional audiences.
- Track performance against KPIs, reporting on progress and implementing action plans where needed.

Event & Partnership Activation

- Oversee the planning and delivery of sponsor, community, and partner events, ensuring all contractual commitments and brand requirements are met.
- Collaborate closely with Marketing, Events, and Operations teams to design and deliver high quality experiences that elevate the racecourse’s reputation and commercial offering.
- Continuously review and refine event standards, processes, and delivery models to maximise guest experience and partner satisfaction.
- You will lead the planning, organisation, and on-site delivery of all Doncaster-led County Shows, including the Great Yorkshire Show and other similar regional showcase events, ensuring they are executed to the highest possible standard and maximise commercial and brand impact.
- Collaborate with onsite teams to ensure sponsorship assets are delivered in line with contractual agreements, enhancing partner satisfaction and supporting future sales opportunities.

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

Skills & Experience

- Demonstrated experience in stakeholder, partnership, or client relationship management — ideally within events, hospitality, sport, or leisure sectors.
- Proven leadership experience with the ability to motivate, structure, and develop a team.
- Strong communication, influencing, and relationship-building capabilities.
- Solid financial acumen with experience managing budgets and cost control.
- Ability to perform at a high level within live event environments, remaining calm and solutions-focused under pressure.
- Highly organised and commercially minded, with strong project management skills.

Personal Attributes

- Positive, energetic, and proactive, with a natural ability to build rapport.
- Commercially astute and focused on delivering value and growth.
- Detail orientated, professional, and committed to excellence.
- Flexible and adaptable, with a willingness to work varied hours around events.

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.....