



### **Doncaster Racecourse**

<b>Position:</b>	Racing Sales Office Manager
<b>Reporting to:</b>	Racing Sales and Commercial Manager - North
<b>Responsible for:</b>	Annual Memberships Coordinator, Sales Administrator, Sales Revenue Coordinator – includes Senior & Sales Executives in absence of Manager
<b>Contract type:</b>	Permanent – Full Time
<b>Hours of work:</b>	40 hours per week, 5 days out of 7

#### **About the role of Racing Sales Office Manager:**

Based at the Northern Sales Hub in Doncaster, this role supports sales activity across seven racecourses and five greyhound tracks.

The Racing Sales Office Manager is responsible for the effective day-to-day management of the Racing Sales Office, predominantly leading on sales administration processes, ensuring systems, data, and reporting are accurate and well maintained for 12 venues. Working closely with the Racing Sales Manager North, the role coordinates team activity to ensure outbound calls, enquiries, bookings, and client accounts are managed efficiently, consistently, and in line with group standards. By driving disciplined processes and system integrity, the role supports effective sales activity and maximises revenue delivery

#### **Key responsibilities of a Racing Sales Office Manager...**

##### **1. Sales Administration Leadership**

- Exercise leadership responsibility for the Sales Administrator, Annual Membership Coordinator and Sales Revenue Controller
- Prioritise and coordinate the administration teams workload using established processes and systems
- Lead and coordinate staffing rotas, including casual support team management, remuneration submissions and employee expenses
- Act as a role model, promoting high standards of professionalism, accuracy and accountability
- Set clear targets and expectations for the team, monitor progress and proactively address performance

##### **2. Systems, Processes & Compliance**

- Overall ownership and management of the CRM system (EMS), ensuring data accuracy, compliance and effective use
- Manage sales content online sales platforms including racecourse and greyhound websites and Seat Unique
- Oversee integration and effective use of systems, delivering training for new users and ensuring ongoing compliance
- Develop, implement, and maintain SOPs for the racing sales administration team



- Contract management, ensuring contracts are prepared accurately and executed in a timely manner
- Ensuring the company GDPR policy is upheld

### **3. Commercial Support & Revenue Focus**

- Support the Sales Executives with outbound sales activity
- Support revenue maximisation across all revenue streams (including EVH and sponsorship) through effective upselling and cross-selling.
- Management of the annual membership budget and developing initiatives to drive sales growth
- Record and apply sales incentives within agreed commercial parameters

### **4. Team Coordination & Sales Activity**

- Drive team activity levels, including outbound sales calls, enquiry handling, and follow up, ensuring adherence to the company customer journey targets.
- Coordinate team sales activities and ensure alignment with sales objectives
- Actively promote a productive, positive, and collaborative sales environment that encourages high performance, accountability, and continuous improvement

### **5. Collaboration & Standards**

- Work closely with the Racing Sales Manager North to ensure alignment and delivery against objectives
- Attend and support Sales & Marketing meetings with Executive Directors as required, capturing actions and communicating clearly back to the team
- Deputise for the Racing Sales Manager North as required. This will also include overseeing the EVH Hub in the absence of the Manager and the EVH Sales Office Manager
- Ensure exceptional service standards are delivered consistently across the sales office

#### **Person Specification:**

- Proven experience leading or supervising an administration or sales support team, demonstrating ability to coordinate workloads and monitor performance.
- Experience managing CRM systems (ideally EMS) with accountability for data accuracy, compliance, and user training
- Background working in sales-driven environments with responsibility for supporting outbound activity, enquiry handling, and account management.
- Experience managing staffing rotas, casual labour, expenses, and remuneration submissions.
- Demonstrated experience supporting commercial revenue growth through upselling, cross-selling or sales incentive processes.

#### **Knowledge & Skills**



- Strong organisational and coordination skills, with the ability to prioritise workloads and maintain high standards of accuracy.
- Excellent understanding of sales processes, customer journeys, and administration workflows.
- Competence in managing online sales platforms and system integrations (e.g., websites, Seat Unique).
- Knowledge of GDPR requirements and compliance standards.
- Able to prepare accurate contracts and ensure timely execution.

### **Personal Qualities**

- High level of professionalism, accountability, and attention to detail; serves as a role model for the team.
- Proactive and positive attitude with the ability to drive a collaborative, high-performing team environment.
- Strong communication skills, with the ability to capture actions and relay information clearly to stakeholders and team members.
- Comfortable deputising for leadership where required and working closely with senior managers.

### **Desirable Criteria**

#### **Experience**

- Experience working across multi-venue or multi-site operations (e.g., racecourses, events, leisure, hospitality).
- Prior involvement in membership management and budget-holding responsibilities.
- Experience attending or supporting senior-level meetings (Sales & Marketing) or contributing to strategic discussions.

#### **Knowledge & Skills**

- Familiarity with event-related revenue streams (e.g., EVH, sponsorship).
- Ability to develop and maintain SOPs and operational processes.

#### **Personal Qualities**

- Ability to thrive in fast-paced environments with high activity levels (calls, enquiries, follow-ups).
- Confidence in supporting sales teams to meet targets and objectives

### **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.....