



Doncaster Racecourse

Position:	Annual Memberships Coordinator
Reporting to:	Sales and Commercial Manager - North
Responsible for:	N/A
Contract type:	Permanent – Full time
Hours of work:	40 hours per week

About the role:

The Annual Memberships Coordinator will be based at Doncaster Racecourse within our Sales Hub for the northern region. This role will deliver ticketing requirements for general admission, hospitality and annual membership customers for racedays across 7 Racecourses and 5 greyhound tracks at Arena Racing Company.

Key responsibilities for the role will include:

- To answer incoming calls and deal with enquiries
- To work within the Sales Hub promote and sell racecourse admissions throughout the region.
- To manage all raceday ticket and badge requirements; e-tickets, postal and in person collection
- Utilise the ticketing system to manage all customer details, ensuring accurate payments are made and GDPR policies are adhered to at all times
- To undertake regular communication activity with Annual Membership customers and ensure the administration and delivery of their requirements are met.
- To undertake outbound telephone sales activity as part as the Sales Hub
- To provide excellent customer service across phone, email and in-person interactions
- To process ticket bookings, exchanges and refunds in line with company policies
- To support raceday operations, including assisting customers with collections and resolving queries on the day
- To maintain accurate and up-to-date records within the internal sales systems
- To support membership renewals and retention activity, helping to drive ongoing customer engagement

Key Performance Indicators:

1. Deliver a consistently high standard of customer service, achieving target customer satisfaction scores (at least 90%) across all enquiries
2. Maintain accuracy in ticketing and badge fulfilment, ensuring all raceday requirements are delivered on time
3. Meet or exceed monthly sales targets with a strong conversion rate from inbound and outbound calls
4. Ensure timely and effective communication with Annual Members, supporting retention and renewal targets



The Person we are looking for has...

- Previous experience in a customer service, sales, ticketing or administrative role
- Strong communication skills, with confidence handling both inbound and outbound calls
- Excellent attention to detail and accuracy when managing bookings, payments and customer data
- Good working knowledge of sales and ticketing systems, with the ability to learn new systems quickly
- Strong organisational skills, with the ability to manage multiple tasks and meet deadlines in a fast-paced environment

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.....