



Doncaster Racecourse

Position:	Business Coordinator (Sponsorship)
Reporting to:	Business Manager
Responsible for:	Coordinating on-site operations, sponsorship, client relationships, and the seamless delivery of racing and non-racing packages.
Contract type:	Full Time, Fixed Term Contract
Hours of work:	40 hours per week, 5 days out of 7.

About the role

As the main on-site contact, you will work closely with the regional sales hub, delivery teams, and clients to ensure seamless communication, coordination, and delivery of both racing and non-racing packages.

You will collaborate with the Business Manager to drive site-based commercial activity, present to clients, host client show-rounds, and coordinate with local suppliers. A key part of the role will involve selling sponsorships, hoardings, and annual boxes, while maintaining and presenting site-specific collateral to a high professional standard and ensuring all systems are kept accurate and up to date.

This role suits someone who is confident, organised, and thrives under pressure. Strong attention to detail, excellent organisational and time management skills, and the ability to build positive relationships with clients are essential.

Key responsibilities for the role will include (but not limited to):

Sponsorship Sales & Business Development

- Act as the on-site co-ordination for delivery of all aspects of sponsorship, hoardings, Annual boxes and other revenue streams working closely with the sales hub and delivery teams.
- Proactively Sell Sponsorship and other revenue streams through both in person appointments and telesales to achieve KPI's/budget.
- Acting as client liaison to coordinate final booking details with smooth communication to the delivery team.
- Liaison with finance, final details to ensure accurate invoicing, ensuring before-the-day payments have been made.
- Work closely with operations and the delivery team to ensure accurate pre-race-day/pre-event setup and deliveries, briefing where necessary.
- Coordination of localised and group-wide sponsorship collateral provision and activation.
- Ensuring marketing collateral is appropriate, up to date and in good supply.
- Work with the team in representing the business to the local community, attend networking events, business expos, and community events.
- Represent the racecourse in an appropriate and professional manner dealing with a variety of clients and requests.
- Identify and prospect new sponsors for race meetings and events.
- Develop and maintain a pipeline of sponsorship opportunities.
- Negotiate sponsorship agreements and commercial terms.
- Achieve monthly and annual sponsorship revenue targets.



- Identify opportunities to upsell existing sponsors into higher-value packages.
- Generate repeat business by maintaining long-term client relationships.
- Prepare sponsorship contracts and agreements.
- Process bookings, invoices, and purchase orders.
- Maintain accurate sales reports and commercial records.
- Monitor sponsorship renewals and contract expiry dates.

Event & Race Day Coordination

- Ensure branding, signage, and promotional materials are correctly displayed.
- Liaise with operations, marketing, and catering teams to deliver sponsor activations.
- Welcome sponsors on race days and ensure a high standard of customer service.
- Act as the main point of contact for sponsors before, during, and after events.
- Ensure all sponsorship benefits are delivered as agreed.
- Conduct regular client meetings and reviews.
- Gather client feedback to improve future sponsorship packages.
- Maintain accurate records of client interactions using a CRM system.

Essential Skills & Experience:

- Educated to A-level standard or equivalent. Business/event qualification preferred.
- Experience working in a business or commercial coordination role, or as a business developer.
- Highly organised, with the ability to manage multiple projects in a multi-stakeholder environment, to tight timescales.
- Client and account management experience
- The ability and flare to showcase a site or an event for business show rounds
- Proven experience in working with multiple teams, coming together to provide a high-quality service acting as the point-person on-site to ensure high-quality service delivery.
- Numerate, with good IT skills including MS Office products.
- Affable and presentable, with experience in working with high-value clients, with a proven ability to engender trust and respect.
- Self-starting and tenacious, with a can-do attitude turning your hand to any reasonable project or activity.
- Previous effective sales experience is an advantage.

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.....