



Date: Friday, December 17, 2021

## Special Event Sales Manager

### **BE A PART OF THE KENTUCKY DERBY, OAKS, AND THE TRANSFORMATION OF A LEGENDARY RACETRACK!**

Churchill Downs Racetrack ("CDRT"), the world's most legendary racetrack, has been the home of The Kentucky Derby, the longest continually held annual sporting event in the United States, since 1875. Located in Louisville, CDRT features a series of themed race days during Derby Week, including the Kentucky Oaks, and conducts Thoroughbred horse racing during three race meets in the Spring, September, and the Fall. CDRT is located on 175 acres and has a one-mile dirt track, a 7/8-mile turf track, a stabling area, and provides seating for approximately 60,000 guests. The saddling paddock and the stable area has barns sufficient to accommodate 1,400 horses and a 114-room dormitory for backstretch personnel. CDRT also has a year-round simulcast wagering facility.

Churchill Downs also recently announced three major multi-year capital investments to transform key areas at the home of the Kentucky Derby. These projects will ultimately provide new, unique and extraordinary guest experiences in the coming years. Plans include the debut of a new project each year over the next three years, beginning with the Homestretch Club for Kentucky Derby 2022, the Turn 1 Experience for Kentucky Derby 2023, and culminating with a Paddock area redesign for the 150th running of the Kentucky Derby in 2024.

"These improvements will blend 147 years of tradition with an updated atmosphere that celebrates our storied past and ushers in a spectacular future for Churchill Downs." – Churchill Downs Racetrack President - Mike Anderson

### **FUNCTION**

The Special Events Sales Manager provides sales, marketing, and customer service for all aspects of events at Churchill Downs® Racetrack.

### **SPECIFIC DUTIES**

- Develop a comprehensive strategy including action plans and schedules to identify specific sales prospects.
- Maintain daily call minimums and weekly appointments/site visits to generate new business.

- Prepare a variety of status reports, including activity, closings, follow-up, reports on special developments, information, or feedback gathered through field activity.
- Prepare custom design proposals and presentations to clients.
- Act as liaison between third party vendors in order to obtain additional nontraditional revenues for Churchill Downs® Racetrack.
- Represent Churchill Downs® Racetrack within the business community – participate in local civic and philanthropic organizations.
- Work with the Events Department to coordinate room break down and set up and ensure that all is done to contract specifications.
- Prepare for and attend exhibits, conferences, meetings, and other local, regional, and national promotional opportunities.
- Prepare paperwork to activate and maintain contract services.
- Maintain involved & well versed in the competitive set both locally and regionally.
- Provide customer support to clients throughout the event including pre and post follow up with the client.
- Maintain open communication between the Churchill Downs® Racetrack and contractors and clients.
- Other duties as assigned.

## **REQUIRED QUALIFICATIONS**

- Demonstrated passion for hospitality and/or the racing & entertainment industry
- Excellent oral and written communication skills
- Creative problem solver
- Ability to collaborate with a cross functional team
- Ability to prioritize and manage multiple tasks simultaneously

- Proficient in Microsoft Office & Excel
- Ability to learn new software, specific to ticketing and CRM systems

#### **EDUCATION, TRAINING, AND EXPERIENCE**

- Bachelor's degree (B.A.) from four-year college or university; 2-4 years of professional experience in hospitality or a related field; Alternatively, equivalent combination of education and experience.

#### **LANGUAGE SKILLS:**

Ability to communicate effectively (oral & written) with all types of clients, co-workers, and the general public. Ability to communicate effectively under pressure and when working under a deadline.

#### **MATHEMATICAL SKILLS:**

Knowledge to apply mathematical operations to such tasks as analyzing costs, return on investment, and analyzing metrics and statistics in comparison to company goals and performance.

#### **REASONING ABILITY:**

Ability to define problems, collect data, establish facts and draw valid conclusions. Ability to interpret directions and technical diagrams.

#### **PROBLEM SOLVING REQUIREMENTS:**

When dealing with prospects and clients, employee must show discretion when making recommendations regarding options and event details for a Churchill Downs Racetrack event.

**MACHINE, TOOLS, EQUIPMENT:**

Computer, printer, calculator, copy and scanning machine, telephone, software packages, etc.

**WORKING CONDITIONS:**

- Travel Requirements: Does not require travel outside of Louisville
- Physical Demands: This position requires the ability to lift up to 10 pounds.
- Work Environment: The incumbent primarily works in an office environment, however is expected to attend Churchill Downs race days.

This work is performed primarily in a business office setting within a sports and entertainment facility. Events often take place outside of traditional business hours, on weekends, and holidays. Some areas of the facility may be noisy and subject to changing weather conditions. Churchill Downs Racetrack spans 175 acres and more than 1.5 million square feet under roof with additional entertainment facilities not protected from weather conditions.

The ability to move swiftly throughout the facility and stand for long periods of time is necessary. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The above noted job description is not intended to describe, in detail, the multitude of tasks that may be assigned but rather to give the associate a general sense of the responsibilities and expectations of the position. As the nature of business demands change so, too, may the essential functions of this position.

We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.