

Sales Executive

Job Summary:

The role of the Sales Executive is to support the commercial success of the racecourse business across racing and events. They work within the commercial strategy to manage accounts and client relationships, upsell and drive repeat business. They work with colleagues to deliver and drive increased sales and to deliver the highest levels of customer service and satisfaction. They respond to all enquiries, develop and provide the best fit of product, manage bookings and prepare contracts. They communicate and handover to the delivery team, post-event they collate feedback to inform future engagement and strategy. They ensure smooth communication and accuracy of information across the teams, working closely with all colleagues.

Main Duties:

- Represent the business in an appropriate and professional manner
- Work with colleagues to drive ticketing, hospitality and sponsorship revenue to achieve KPIs and Targets
- Ensure client portfolio is effectively managed to maximise repeat business
- Work and communicate effectively with all teams involved in delivering the racecourse products to ensure outstanding client experience

Competencies (Behavioural):

- People orientated, able to build relationships within a team
- Positive, friendly and customer focussed with excellent communication skills
- Motivated, organised, hardworking and able to work on own initiative in a multi-stakeholder environment
- Integrity, honesty, a strong work ethic and effective time management.

Core Skills:

- Sales and account management
- Management in multi-stakeholder environment
- Customer service
- Numerate
- Effective task management and attention to detail
- Confident, respectful and positive
- Able to build effective relationships
- Excellent communication
- Foster and maintain an inclusive work-based culture, upholding organisational Values and Code of Conduct
- Basic knowledge of the structure of the British Horseracing Industry and Stakeholders
- Safe and efficient work practices
- Technically competent user of technology including advanced MS Office
- Sound and up to date awareness of priorities, aims, values, standards and operations
- Health & Safety Legislation, policy and practice
- Environmental Sustainability best practice



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Education:

- Advanced Level or equivalent Vocational Qualifications

Experience:

- Sales and account management
- Single client event or multi-stakeholder event management

Availability:

- Full-time or Part-time roles
- Employed Status

Working Conditions:

- Working time can include preparation, travel and attendance at race meetings and events on weekdays, evenings, weekends and bank holidays
- Collaborative environment with mentoring and support from experienced colleagues through training
- Significant opportunities for continued professional development and growth

Pay and Benefits:

- Salary based on experience and level of responsibility
- Employed: Pension scheme, Holiday Pay, Life and Sickness Cover



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