

PARTNERSHIP EXECUTIVE

Job Title:	Partnership Executive
Reports to:	Commercial Manager
The Company:	Chester Race Company LTD
Working pattern:	40 hours per week, to include all race days at Chester and some race days at Bangor-on-Dee Racecourse
Salary:	£25k-£28k per annum Pension and health care after probationary period
Employment Type:	Full Time, Immediate Start

The Opportunity

Chester Racecourse are a continuously growing organisation within the leisure and tourism sector. Whilst the core activity is horseracing, there is continual scope for the development of business opportunities within the brand through the enhancement of the organisations commercial strategy. The organisation reported a turnover in excess of £30m, and aims to continue to rapidly expand the brand portfolio. The business has shown resilience through the global recession and is well positioned to embark on a period of sustained growth and expansion. The organisation is diverse in its offering with several divisions delivering a complexity of services. These include Chester Racing, Bangor Racing, Chester Bet, Bangor Bet, Holiday Inn Hotel, Horseradish Catering Division, and Restaurant Division.

Roles and Responsibilities:

- Part of the “Commercial Sales and Delivery division” of the Commercial team
- Report to Commercial Manager weekly
- Account Management of partners /key /high value clients /single point of contact
- Produce renewal /new proposals, bespoke for each account articulating their sponsorship strategy and in line with our commercial strategy
- Sponsors after care and follow up; Produce ROI data based on five metrics for each account (season review document)
- Produce contracts /invoices (ensure payment received within terms timeframes)
- Look after the day to day needs of partners /key clients
- Sponsorship activation in accordance to the contractual agreement (and within the specified timelines)
- Manage hospitality element, including final details liaising with Hospitality team
- Update Events Perfect with all financials /event details
- Work with the Graphic Design team to ensure all “printed” and “online” sponsor /partner branding requirements are completed and implemented.

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- Update the race spreadsheets to ensure each race has the physical sponsor related materials ready and in place.
- Manage and maintain the master Sponsorship spreadsheet showing sponsors, amount and detail by fixture, by race /event (both manage CRC, LD manages BOD solely)
- Raceday and Event duties to deliver the “raceday experience” to sponsors and partners. Ensure sponsors raceday expectations are surpassed
- Ensure all sponsors future, past and present are looked after, happy and engaged for further growth.
- Pro-actively drive sales and continuously seek new business opportunities
- Drive new sponsors for racing and polo at CRC and BOD
- Contributing to making recommendations for website content and social media support
- Based at CRC, with a requirement to attend off site client meetings
- To maintain regular contact with client organisations, developing relationships across the client business that generate additional revenue opportunities for CRC and act as an ‘early warning system’ to any clients issues before they escalate
- Commercial focus: identify and act on all revenue generating opportunities for CRC across total offering, potential and existing customers; communicating and working with relevant colleagues to maximise commercial outcomes

Individual responsibilities:

Assist with Commercial Team with all Commercial activities, Including the:

- Providing of support for marketing /commercial events as required.
- Assist with the collation of information for commercial utilisation.
- Raceday and Event duties to deliver the “raceday experience” to sponsors and partners.
- Polo Co-ordinator (with support from Sanne)
- Delivery of physical “product” for commercial purposes ie: Banners, trophies, gifts, & prizes for the “practical” side and needs of racedays and events
- Contributing to making recommendations for website content and social media support
- Support in organising marketing events, booking venues and organising required marketing & commercial materials
- Updating and maintaining the Commercial departments marketing documentation and databases
- Own sponsor “branding maps” (Race and Polo)

Other Information – If you are interested in this role then please apply with your current CV, covering letter and available start date by emailing jobs@chester-races.com

If you require any further information regarding this role; please contact Mark Wilcockson on: **01244 304 608**