

## **POSITION DESCRIPTION**

**POSITION:**           **CORPORATE SALES MANAGER  
BALLARAT TURF CLUB**

**DATE:**               **JULY 2010**

### **PRIMARY OBJECTIVES:**

- Maximise revenue generation opportunities from existing clients and seek new revenue raising opportunities for the Ballarat Turf Club.
- Generate additional revenue for the Ballarat Turf Club through the sale of Raceday Hospitality packages.
- Generate additional revenue for the Ballarat Turf Club through the sale of racecourse facilities for non-raceday functions.
- Maximise revenue generation opportunities from existing clients and new clients.
- Ensure all sales are delivered to the satisfaction of the client.
- Undertake ancillary marketing functions as directed by the Chief Executive.

### **QUALIFICATIONS**

- Practical sales experience
- Computer literacy
- Strong negotiation skills
- Marketing experience

### **RELATIONSHIPS & AUTHORITY**

- Reports directly to the Chief Executive of the Ballarat Turf Club.

### **SPECIFIC RESPONSIBILITIES**

#### **1.0 SPONSORSHIP**

- Prepare a range of Corporate Sponsorship packages.
- Develop a relationship with existing clients of the Ballarat Turf Club.
- Negotiate sponsorship contracts.
- Deliver all aspects of the sponsorship contract - ensure all sponsorship components are actioned ie: signage, presentation rugs, trophies, facebook advertisements, ticketing, invitations, trophy presentations
- Maintain an orderly and organised set of sponsorship files

- Maintain an up-to- date sponsor contact list on data bank
- Arrange all invoicing and provide information as required by the Financial Services Centre.
- Liaise with sponsors in Committee Room and other areas when required

## **2.0 CORPORATE MARQUEES**

- In conjunction with marketing and financial services staff prepare raceday hospitality packages for the Ballarat Turf Club.
- Sell raceday hospitality packages for designated Ballarat Turf Club race meetings.
- Ensure the successful delivery of raceday hospitality packages through liaising with caterers and food and beverage manager.
- Develop and maintain a data base of clients and organisations that have attended Ballarat Turf Club events