

# NSW GBOTA Business Development Manager

## Overview and Purpose

The NSW GBOTA Business Development Manager is primarily responsible for driving revenue growth at the Association's Metropolitan racing venue, Wentworth Park.

The NSW GBOTA Business Development Manager's Key Performance areas are as follows:

- Drive attendance and on-course revenue growth at Wentworth Park race meetings.
- Co-ordinate marketing and promotion at Wentworth Park, including, but not limited to the growth and management of Association Websites and Social Media.
- Develop and maintain a Wentworth Park Loyalty programme for members and attendees.
- Manage, develop and maintain sponsorship revenue at Wentworth Park.
- Drive non race day function use of the Wentworth Park facility.
- Selected Wentworth Park race night attendance and support.
- Assist with Special Event planning at other NSW GBOTA tracks.

The Business Development Manager will report to the Operations Manager, a primary requirement of this position is to work closely with other management influences at Wentworth Park. These include:

- Wentworth Park Racing Operations Department
- Wentworth Park Catering Management.
- Wentworth Park Management Committee.
- Wentworth Park Sporting Complex Trust Management.
- GRNSW Media and Public Relations Personnel.

As from July 1, 2013 the NSW GBOTA will conduct race meetings at Wentworth Park on Friday and Saturday evenings every week, as well as 27 Monday night meetings. A key function of the NSW Business Development Manager's role will be sell business development opportunities for each night and across both nights. Therefore, an essential component of this function will be to develop appropriate marketing and communications plans.

## Reporting Line

Reports to the Operations Manager.

## Keys Performance Areas

### i. NSW BUSINESS DEVELOPMENT MANAGER

- a. Drive attendance and on-course revenue at Wentworth Park.

<i>Role</i>	<i>Required Outcome</i>
<ul style="list-style-type: none"><li>• Work with the Operations Manager in reviewing the Business and Marketing plans and develop an annual Marketing Plan</li><li>• Ensure that Marketing Plan establishes target markets and differing initiatives</li></ul>	<ul style="list-style-type: none"><li>• Demonstrate growth in paying customers at Monday, Friday &amp; Saturday night and feature race meetings.</li><li>• Demonstrate growth in catering revenue via food and bar sales.</li></ul>

<p>for Monday, Friday and Saturday evenings.</p> <ul style="list-style-type: none"> <li>• Combine with Operations and Catering management to ensure sales growth in food catering.</li> <li>• Combine with Operations and Catering management to ensure sales growth in bar catering.</li> <li>• Combine with Racing Operations personnel to ensure sales growth in on-course wagering turnover.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate growth in wagering sales all meetings.</li> </ul>
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b. Co-ordinate marketing and promotion of Wentworth Park.

<i>Role</i>	<i>Required Outcome</i>
<ul style="list-style-type: none"> <li>• Work with the Operations Manager in reviewing the Business and Marketing plans and develop an annual Marketing Plan</li> <li>• Marketing and Communications Plan to indentify target markets for Monday, Friday and Saturday meetings with specific revenue expectations.</li> <li>• Liaise with Operations Manager as to management of promotions budget for Wentworth Park</li> <li>• Liaise with Operations Manager as to management advertising (customer based) budget for Wentworth Park.</li> <li>• Manage and develop Media Plans for all Wentworth Park feature events.</li> <li>• Monitor and Maintain Wentworth Park and NSW GBOTA website.</li> <li>• Monitor and maintain Wentworth Park and NSW GBOTA tracks Social Media accounts.</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing and Communications Plan developed and reviewed quarterly.</li> <li>• Target markets defined.</li> <li>• Promotional and advertising strategies linked to target markets.</li> <li>• Increased media coverage and interest in Wentworth Park feature events.</li> <li>• Wentworth Park website presented as an attractive, informative customer recruitment point.</li> </ul>

c. Develop and maintain Wentworth Park Loyalty Programme.

<i>Role</i>	<i>Required Outcome</i>
<ul style="list-style-type: none"> <li>• Determine objectives for Wentworth Park Loyalty Programme.</li> <li>• Design Loyalty Programme with Board of Directors' sign off.</li> <li>• Implement with ongoing measurement of effectiveness of Programme.</li> </ul>	<ul style="list-style-type: none"> <li>• Loyalty Programme to be developed and implemented.</li> <li>• Measurement system to articulate success, acceptance and effectiveness with customers.</li> </ul>

d. Manage, develop and maintain sponsorship of Wentworth Park.

<i>Role</i>	<i>Required Outcome</i>
<ul style="list-style-type: none"> <li>• Manage current sponsor base, including contract renewal and coordination delivery of sponsorship needs/benefits in conjunction with Operations Manager.</li> <li>• Develop in conjunction with Operations Manager and promote standard sponsorship packages for new sponsors.</li> <li>• Develop in conjunction with Catering management race night function use of facilities including Corporate facility.</li> <li>• Assist Finance Department in achieving timely payment of sponsorship fees.</li> </ul>	<ul style="list-style-type: none"> <li>• Current sponsorship base maintained and serviced with high satisfaction levels.</li> <li>• Sponsorship revenue and new sponsorship base increased.</li> <li>• Increased function use and revenue.</li> </ul>

e. Develop secondary income (non-race day) revenue at Wentworth Park.

<i>Role</i>	<i>Required Outcome</i>
<ul style="list-style-type: none"> <li>• Develop an understanding of current non-race day use and identify new opportunities.</li> <li>• Incorporate into Marketing and Communications Plan strategies for non-race day functions at Wentworth Park.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate increase in non-race day function use at Wentworth Park.</li> </ul>

f. Assist with Special Event Planning at other NSW GBOTA tracks.

<i>Role</i>	<i>Required Outcome</i>
<ul style="list-style-type: none"> <li>• Liaise with Line Managers at other NSW GBOTA tracks regarding major event planning promotion and media.</li> <li>• Manage use of the Wentworth Park Corporate facility for other NSW GBOTA tracks' major sponsors.</li> </ul>	<ul style="list-style-type: none"> <li>• Profile enhancement for all non-Wentworth Park NSW GBOTA major events.</li> <li>• Corporate facility used successfully and efficiently as a promotional tool by all NSW GBOTA tracks.</li> </ul>

g. Assist wider Business outcomes as required.

<i>Role</i>	<i>Required Outcome</i>
<ul style="list-style-type: none"> <li>• Assist in covering Racing Operations Leave as required, including the management of Race Night Operations</li> <li>• Travel to assist with Association feature events or identified industry events.</li> </ul>	<ul style="list-style-type: none"> <li>• Assist Corporate outcomes and provide limited levels of cover where required to agreed levels.</li> </ul>

h. Ensure that Strong Relationships are in Place with Appropriate Stakeholders.

<i>Role</i>	<i>Required Outcome</i>
<ul style="list-style-type: none"> <li>• Forge and develop strong and ethical working relationships with stakeholders including: <ul style="list-style-type: none"> <li>○ Executive Officer</li> <li>○ Operations Manager</li> <li>○ Catering Management</li> <li>○ Wentworth Park Trust Management</li> <li>○ Wentworth Park Management Committee</li> <li>○ Sponsors and Suppliers</li> <li>○ GRNSW Public Relations Department</li> <li>○ Other NSW GBOTA Track Line Managers</li> <li>○ Media</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Relationship will be viewed as being built on professional communication aimed at enhancing NSW GBOTA's reputation as a customer focussed service provider.</li> <li>• Personal creditability levels enhanced.</li> </ul>

## **Qualifications, Skills, Experience and Knowledge**

### Qualifications

- Essential
  - Current Driver's License
- Desirable
  - Tertiary qualifications in Marketing, Business , Sports Management or alike.

### Keys Attributes required or to be learnt

- Extensive Understanding and Experience in:
  - Sales, promotion and marketing of events and facilities.
  - Media and public relations strategies.
  - Facility and event presentation.
  - Customer service.
  - High levels of computer literacy including use of Microsoft Office and Website Management systems.
  - Budget and project management.
  - Commitment to understanding the operations of Wentworth Park.
  - Commitment to continuous learning and improvement.
- Advanced working knowledge of:
  - GRNSW Operating standards.
  - Wentworth Park Licence Agreement and contracts relative to Wentworth Park.
  - Wentworth Park Management Committee Operating Framework.
  - Relationship between NSW GBOTA and Trust.
  - Operating structure of the NSW GBOTA.