

## **Operations Manager Job Description**

**JOB TITLE:** Operations Manager

**REPORTS TO:** Marketing Director

**JOB PURPOSE:** To lead and deliver all operational activity to raise the profile of both British Champions Series (BCS) and British Champions Day (BCD) and enhance the racecourse customer experience. The Operations Manager will be the main liaison, planner and executer for all BCS activations and site delivery. Beyond the BCS and BCD brands, the Operations Manager will take responsibility for all operational activity associated with the Hall of Fame and Club 26 throughout the year.

### **KEY RESPONSIBILITIES:**

- Operational oversight of all activities involving the BCS brand at its 26 race days across ten partner racecourses, with particular focus on the Guineas Festival and BCD.
- Lead the event delivery and presentation of British Champions Day, working closely with the Ascot Racecourse team to stage a world-leading raceday.
- Enhance the customer experience at BCS fixtures, developing branding plans with the marketing team and activations to engage a young and diverse audience.
- Work closely with our partner racecourse operational and partnership teams to activate the BCS brand as efficiently as possible with maximum exposure, and mutually deliver highly successful fixtures.
- Play a central role in bringing the Hall of Fame to life as part of a permanent exhibition at the National Horse Racing Museum.
- Creatively work with marketing, communications and digital teams on innovative ways to represent the BCS brand at partner racecourses.
- Manage and deliver all contractual obligations to existing partners of BCS and BCD.
- Support the Senior Marketing Executive to manage relationships with agencies and contractors relating to on-course branding.
- Supervise the Families and Club 26 Coordinator's delivery of the Club 26 calendar of events.
- Support with management of the BCS and BCD raceday budget.
- Compile strategy documents and reports to present to the headline sponsor and key stakeholders, acting as an enthusiastic ambassador for the brand when required.
- Show proactive leadership of the team, setting an example to other members of staff and progressing projects in line with BCS objectives in support of the Marketing Director.

### **PERSON SPECIFICATION**

- A sports operations professional with experience of core tasks required to host major events
- Excellent knowledge of operations, cost optimization, quality control and process improvement

- Meticulous attention to detail and strong communications skills
- Experience of dealing with external agencies and contractors to create the optimal customer experience at a venue
- Strong working knowledge of best Health and Safety practices
- Highly organised with an ability to multi-task and deal with high volumes of work in a confident and effective manner
- Creative thinker who isn't afraid to put new ideas to the test
- Self-driven and the ability to work independently or as part of a core team
- A competent budget manager
- An interest in horseracing is desirable