

## Nominations Executive

Breeding & Bloodstock

### Job Summary

A nominations executive is a specialist marketing type role. A stud farm which stands stallions will usually have a nominations team, and it is the nomination teams' job to book coverings of mares by the stallion at that stud. The nominations team are experts in the pedigrees of thoroughbreds and work to achieve the best mating between a mare and stallion.



### Main Duties

- Contribute to the development of the stud's strategy to attract mare owners to their stallions;
- Study and analysis of pedigrees;
- Communicate with clients and sales of stallion nominations;
- Inspect foals, weanlings and yearlings;
- Attend at all major sales;
- Constant networking and building of relationships with industry professionals to maintain and expand their sales business;
- Maintain an awareness of international industry trends and demands;

### Job Level

Specialist Role

### Typical Employer

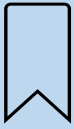
Bloodstock Company's;



### Case Study

#### *Nominations Executive, Godolphin*

*"My role involves being the point of contact for breeders/clients wishing to breed their mares to Godolphin stallions. This includes maintaining relationships with current clients and building relationships with new perspective clients. In the months leading up to the start of the breeding season I suggest particular stallions for our client's mares and then follow through with getting contracts finalised. When the foals are born I visit the different farms around the country to inspect the foals and get an idea of the type of progeny the different stallions are producing. During the sales season I attend all bloodstock sales as a representative of Godolphin and view all the Godolphin sired stock."*



## Competencies (Behavioural)

- A love for horses or horse racing is the No. 1 motivating factor why people work within the horse racing industry (HRI Education & Training Survey 2020);
- Critical & innovative thinking (problem solving; reasoned decision making; reflective thinking; entrepreneurship;) & Interpersonal Skills (communication; teamwork);

## Knowledge & Skills

### Equine Knowledge & Skills

Breeding operations & pedigrees;  
Purchasing & sales procedures;  
Horse care & welfare;  
Equine nutrition, anatomy & physiology;  
Equine transportation;  
Horsemanship skills;

### People Knowledge & Skills

Leadership & management skills;  
Communication skills;  
Health & safety regulations;  
Self development;

### Racing Knowledge & Skills

Racing industry knowledge;  
Racing rules & regulations;  
Integrity of the sport;

### Business Knowledge & Skills

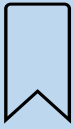
Admin, compliance & law;  
Marketing, PR & networking;  
I.T. / digital Skills;

## Education

While no specific training is required to start a career as a Nominations Executive, many new entrants to the industry have a bachelors' degree in business studies or Equine Science (Course Code: LM093) or Animal Science - Equine (Course Code: DN250). Other relevant qualifications include: Level 5 Horsemanship (Course Code: 5M3371); Level 6 Equine Breeding (Course Code: 6M3507); and the Irish National Stud's Breeding Course. See [www.qualifax.ie](http://www.qualifax.ie) for further information.

Post graduate opportunities include Godolphin Flying Start - [www.godolphinflyingstart.com](http://www.godolphinflyingstart.com);

CPD: The Irish Thoroughbred Breeders Association (I.T.B.A.) provides members with the opportunity to continue their professional development through a calendar of training and seminar activities on an ongoing basis. See [www.itba.ie](http://www.itba.ie) for further information.



## Career Path (Alternative Careers)

Bloodstock agent  
Stud manager  
Marketing executive

## Experience

Most nominations employees have worked their way to this rewarding career path and are passionate about the horses in the thoroughbred industry.

## Job Availability

Job availability is limited. Follow [www.equip.ie](http://www.equip.ie) for information on job opportunities within the breeding, racing and racing administration.



## Certification

No certification is required.

## Working Conditions

The role is mainly office based as primary duties include organisation and administration of the mating and sale of horses in the stud .

## Pay & Benefits

Generally, the amount of pay you receive for working is a matter of agreement between you and your employer. These negotiations normally occur when you receive a job offer.