

Racecourse Manager

Racecourse

Job Summary

A racecourse manager is responsible for running and developing a successful racecourse in terms of the quality races, sponsorship, attendance, betting, customer satisfaction and profitability and looking for alternative revenue streams. This is a senior manager position and is found at all racecourses in Ireland.



Main Duties

- Direct & control the work & resources of the racecourse & ensure the recruitment & retention of well-motivated, trained & developed staff;
- Prepare annual business plans & monitor progress against these plan to ensure the racecourse attains its objectives as cost-effectively & efficiently as possible;
- Prepare, gain acceptance, & monitor the implementation of the annual budget to ensure that budget targets are met, that revenue flows are maximised;
- Develop & maintain an effective marketing & PR's strategy to promote the racecourse & maintain regular contact with members to obtain feedback about their needs & objectives & their opinions of the services provided;
- Ensure the racecourse complies with all health & safety other statutory regulations;

Job Level

Management

Typical Employer

Racecourses

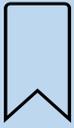


Case Study

Ireland's Racecourses

Many racecourses are owned by local bodies, including companies, trusts and charitable organisations, meaning their objectives are not concentrated solely on profit maximisation. Four racecourses – Leopardstown, Navan, Fairyhouse and Tipperary – are owned by HRI, with the remainder independently owned. The majority of racecourses host both jump and flat racing with some prominent exceptions, including the Curragh - Ireland's premier Flat racing venue and Punchestown, which hosts the leading Jumps festival. The only all-weather racecourse is at Dundalk, which enables flat racing to take place all year round.

[Source: Economic Impact of Irish breeding and racing 2017]



Competencies (Behavioural)

- A love for horses, horse riding 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

Horse care & welfare;
Equine transportation;
Facility management & maintenance;

People Knowledge & Skills

Leadership & management skills;
Communication skills;
People management skills;
Staff training & development;
Health & safety regulations;
Staff welfare including safeguarding;

Racing Knowledge & Skills

Racing industry knowledge;
Racing rules & regulations;
Integrity of the sport;
Raceday Operations;
Race planning/Racecourses and racing calendar;

Business Knowledge & Skills

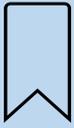
Business planning;
Finance & taxation;
Admin, compliance & law;
Marketing, PR & networking;
I.T. / digital Skills;
Environmental standards;

Education

While no specific qualification is required to become a racecourse manager, many new entrants to the industry have a level 8 bachelors degree in business studies. See www.qualifax.ie for a list of business courses available through the university and college network nationwide.

Post graduate opportunities include Godolphin Flying Start - www.godolphinflyingstart.com;

CPD: The Association of Irish Racecourses (A.I.R.) is a non-profit making organisation and its membership is comprised all Irish Racecourses. Through regular meetings and contact with racecourse executives the AIR advise and assist members regularly on issues relating to the promotion and development of racecourses.



Career Path (Alternative Careers)

- Business Executive;
- Consultant;
- Race Day Official;

Experience

Racecourse Managers will have attained experience working in operations role or assistant manager role on a Racecourse or other large site open to the public.

Job Availability

Job availability is limited. Follow 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 overseeing the accounts, business planning and staff management.

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.