



JOB DESCRIPTION

Job Title: Championship Coordinator

Job Location: Daytona Motorsports (Multi-site with HQ at Sandown Park, Esher, Surrey)

Commencing: June 2025

Reporting to: Group Head of Sales / COO

Place in Organisation: Sales Team

Salary: Competitive + Performance Bonus + Benefits

Hours: Full time, flexible hours

MAIN PURPOSE OF JOB

The Championship Coordinator is a senior member of the sales team, responsible for the growth, promotion, and smooth delivery of Daytona's championship racing structure.

This individual will drive participation in our competitive racing leagues, rebooking existing drivers, converting new customers, and overseeing league development across all sites. Their focus is to curate thriving multi-week championship series that attract, retain, and elevate racers through structured competition.

CORE RESPONSIBILITIES

Sales & Booking

- Drive bookings and revenue through proactive rebooking of existing drivers into new seasons and leagues.
- Identify and convert participants from junior sessions, open races, parties, and corporate bookings into long-term championship racers.
- Sell and manage league entries with a focus on retention, upsell opportunities, and customer lifetime value.

Championship Management

- Design, launch, and manage racing leagues ranging from 12 weeks to 12 months in duration, with structured intervals (e.g., bi-weekly races).
- Maintain clear league structures based on age, weight, and ability, with clear pathways for promotion and relegation.
- Ensure fair and competitive balance across all categories and championships.



Operational Coordination

- Schedule all championship events in line with track availability and operational constraints.
- Liaise closely with venue operations and management teams to ensure seamless event delivery.
- Work collaboratively with race directors, marshals, and front-of-house staff to deliver consistent customer experiences.
- Liaise with operations to ensure necessary kart fleet tests are in order.

Promotion & Marketing

- Develop compelling promotional campaigns (working with the marketing team) to increase league awareness and attract new entrants.
- Leverage results, highlights, and leaderboards to build community engagement and competition.
- Represent the brand and championship events across digital, in-venue, and partner channels.

Reporting & Analysis

- Track KPIs around league growth, customer retention, and driver progression.
- Use data to refine league structures, timings, and marketing approaches.

Success Measures

- Growth in championship entries and rebookings.
- Increased retention of junior and casual drivers into structured competition.
- High customer satisfaction and smooth event delivery across all league sessions.
- Effective coordination of resources, dates, and venues.

Key Skills & Experience

- Proven experience in sales, event coordination, or sports league management.
- Strong commercial acumen with a track record of hitting booking or sales targets.
- Excellent organisation and scheduling skills with the ability to manage complex timetables across multiple venues.
- Confident communicator with experience in customer engagement and sales conversion.
- A passion for motorsport and an understanding of competitive racing environments is highly desirable.



- Ability to manage cross-departmental relationships and work collaboratively with operations and marketing teams.
- Comfortable using CRM and booking systems to track leads, manage data, and report results.

WHAT WE OFFER

- *A pivotal role shaping the competitive direction of Daytona Motorsport*
- *Executive-level visibility and influence*
- *Competitive salary and bonus structure*
- *Free karting and team events across our award-winning circuits*
- *Generous staff perks and professional development opportunities*

Daytona is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.