

**GOODWOOD**

**The Role**

The **Club Marketing Manager** will be part of the  **Motorsport Marketing & PR Team** and report to the **Senior Marketing & PR Manager.**

**About us**

At Goodwood, we celebrate our 300 year history as a quintessentially English Estate, in modern and authentic ways delivering extraordinary and engaging experiences. Our setting, 12,000 acres of West Sussex countryside and our story both play significant roles in Goodwood’s success. What really sets us apart is our people. It is their passion, enthusiasm and belief in the many things we do that makes us the unique, luxury brand we are.

**Passionate People**

It takes a certain sort of person to flourish in such a fast-paced, multi-dimensional environment like Goodwood.  We look for talented, self-motivated and enthusiastic individuals who will be able to share our passion for providing the “**world’s leading luxury experience.**”

**Our Values**

**The Real Thing Derring-Do Obsession for Perfection Sheer Love of Life**

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| --- | --- | --- | --- |
| Always inspired by Goodwood’s heritage | Daring to surprise and delight | Striving to do things *even* better | Sharing our infectious enthusiasm |

**Purpose of the role**

Established in 1998 by the Duke of Richmond, the Goodwood Road Racing Club (GRRC) offers its members exclusive benefits across the estate and a year-round calendar of events at Goodwood and beyond, including the GRRC-only Members’ Meeting held at the circuit each spring.

The GRRC Fellowship was introduced in 2017 and is the only route to upgrade to become a full GRRC Member. Along with its own special year-round benefits, the Fellowship is an integral part of the Club, with a growing community of like-minded motorsport enthusiasts.

Working alongside the GRRC membership team, you will be responsible for the strategy and execution of all club marketing activity to meet P&L objectives, with the support and leadership of the Senior Marketing & PR Manager, as well as the General Manager for the GRRC. You will also manage the Club Marketing Executive, who will help you deliver your annual marketing plans.

Ultimately you will be responsible for the year-round retention and acquisition marketing strategy for the GRRC, the marketing sales strategy for the annual Members’ Meeting event, and own the launch and onward marketing of any new club initiatives. Confident and commercially-savvy, you will have the ability to hit budget targets, but also bring a high standard of communication and creativity to our Club activity. You will be surrounded by friendly teams across the Goodwood business, who have a passion for delivering exceptional customer and member experiences.

**Key responsibilities**

**Membership & Fellowship retention and acquisition**

* Develop and execute acquisition and retention plans for the Fellowship tier of the GRRC, the only way to be able to become a full GRRC member.
* Support the GRRC membership team with annual membership renewals and relevant communications.

**Year-round member marketing activity**

* Support the GRRC membership team with the year-round membership calendar of events, collateral, newsletters and other key communications.
* Work with GRRC membership and Motorsport Marketing team on the strategic planning and product evolution of the GRRC membership.

**Future growth**

* Develop and execute sales and marketing plans to aid the ongoing evolution and enhancement of the GRRC, as well as any new club-related ventures in line with overall business objectives
* Work with our commercial teams on potential partnership opportunities for the GRRC.
* Regularly undertake pricing, market and competitor research.

**Event marketing – Members’ Meeting**

* Lead the sales and marketing strategy for the annual GRRC-only Members’ Meeting – including building the event brand, selling event tickets and products, delivering exceptional customer communications and collating relevant customer insights.
* Be a part of the team involved with product evolution across the event.
* Work with Members’ Meeting partners to help deliver agreed activations and communications.

**Event marketing – Festival of Speed and Revival**

* Work with the wider Motorsport Marketing and membership teams on the marketing strategy for the member-only experiences and enclosures available at the other headline motorsport events.
* Support with pre-, on- and post-event member communications in relation to the headline motorsport events.

**General**

* Be the brand guardian for the GRRC, its sub-brands and any new product / brand development.
* Champion and grow the community spirit within the GRRC tiers.
* Work with the GRRC membership team and the Marketing Executive to ensure all GRRC collateral, web pages and other communications are kept up to date and on brand.
* Liaise with the internal data insights team to regularly report on ticket sales, Fellowship sales, campaign performance and member demographics.
* Work with the Motorsport and Automotive Press Officer to incorporate media activity and opportunities in your annual plans, in particular around gift guides and the Members’ Meeting event.
* Comply with relevant data protection and GDPR legislation.
* To be fully conversant with all Goodwood products and services, in order to give potential and existing customers accurate information in a professional and timely manner.
* To act as an ambassador for the Goodwood brand at all times and to ensure Group values are upheld to both external and internal contacts, through appropriate behaviour and performance.
* To undertake any other duties as requested by the department management team, in accordance with the scope and responsibilities of the role.
* Support the culture of the continuous growth and development of Goodwood.

**Qualities you will possess**

* Passion for what you do
* Positive, proactive and friendly with a “can do attitude”
* Attention to detail
* Ability to prioritise and organise
* Take responsibility for yourself
* Confident to make decisions and to stand by them
* Good negotiation and influencing skills
* Excellent communicator and stakeholder management skills
* A sense of fun!

**What do you need to be successful?**

* Demonstrable experience of working in a similar marketing management role
* Experience of delivering successful and exceptional sales and marketing strategy, communications and customer experience
* Ideally you have experience in marketing in the luxury sector, luxury experiences, high-end membership or a subscription product
* Strong commercial acumen with a proven track record of successfully delivering on time and on budget
* You are confident in speaking directly with or hosting members, including HNWI
* Confident in challenging ways of working, bringing new ideas and reporting on activity
* Experience in managing a direct report or team is preferable
* An understanding of Goodwood and our events is essential
* Excellent written and interpersonal skills with the ability to adapt communication styles depending on the audience
* Previous experience in an office environment, with competent IT skills and can work effectively within a team
* Creative thinker with a can-do attitude, with the ability to get up to speed and become operational quickly
* Ability to work accurately and consistently during a busy events season
* Responds quickly to requests and achieves deadlines consistently
* Driving licence essential due to location of the office at Goodwood.