

**GOODWOOD**

**The Role**

The **Digital Content Editor** will report to the **Website Editor.**

**About us**

Goodwood is a quintessentially English estate, set in 12,000 acres of rolling West Sussex countryside. Rooted in our heritage, we deliver extraordinary and engaging experiences in modern and authentic ways. But what really sets us apart is our people. It is their passion, enthusiasm and belief in the many things we do that makes Goodwood the unique place it is.

**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 Goodwood to be **‘the home of exceptional experiences’**.

**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**

To ensure that Goodwood’s engaging motoring and motorsport content maintains the correct tone, style and quality across the Goodwood Road & Racing website and associated channels. To proof and upload content to the website, ensuring the headlines, standfirsts and imagery are of the right tone and style to attract readers.

To continue Goodwood’s long-standing reputation for producing excellent content as well as creating content for strong social media engagement and SEO.

**Key responsibilities**

* Sub-edit and publish digital content, ensuring quality, style and tone are consistent with Goodwood digital channel requirements.
* Create and edit copy in line with SEO and social best practice.
* Identify opportunities to increase SEO traffic by optimising existing content.
* Help to plan content to ensure the site is kept up to date.
* Identify news and feature stories to appeal to an engaged online and social audience.
* Craft headlines and standfirsts with great social appeal.
* Help develop ideas for new content.
* Help maintain and grow on-site audience metrics.
* Write engaging and concise copy that appeals to an enthusiastic and knowledgeable motoring and motorsport audience.
* Work with the social media time to ensure content is distributed in a timely and proactive manner.
* Liaise with external contributors.
* Cover all Goodwood motoring events and some external events.

**Qualities you will possess**

* Passion for what you do
* Positive and friendly with a “can do attitude”
* Attention to detail
* Ability to prioritise, organise and multi-task
* Quick learner
* Take responsibility for yourself
* Confident to make decisions and to stand by them
* Strong customer service skills
* Excellent communicator
* Engaging writing style
* Good negotiating and influencing skills
* Creative thinking
* A sense of fun!

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

* A passion for motoring and motorsport
* An eye for content that drives social media engagement.
* Familiarity with image editing software.
* Understanding of SEO best practice, willingness to improve your knowledge.
* Experience and ability to write proficiently about motoring or motorsport.
* Experience using Content Management Systems.
* An interest in video is not required, but would be helpful.