

GOODWOOD

**The Role**

The **Digital Executive** will be part of the **Digital team** and report to the **Website Content 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 Daring Do Obsession for Perfection Sheer Love of Life

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| --- | --- | --- | --- |
| We employ meticulous attention to detail to create experiences, as they should be. We are honest and open. | We don't  mind breaking the rules to create the best possible experiences.  We will take tough  decisions | It’s a team thing – everybody mucks in to make things happen. We're madly passionate about what we do | We want to make everyone feel special by loving what we do. |

**Purpose of the role**

The Digital Executive ensures Goodwood’s customer facing digital platform(s) is optimised to meet business objectives and growth targets. The role achieves this by working closely with marketing and the motorsport content team to source optimal content, and then uses their specialist knowledge and abilities to apply that content in the best way possible. The role serves as a website super-user both supporting and executing best practice across goodwood.com. The role sits within the Digital team to maximise efficiency and skill development.

**Key responsibilities**

This is a diverse role with the chance to get involved in all aspects of digital marketing and production. We’d love to hear from you even if you can’t deliver on all of the bullet points below. There will be plenty of training and development opportunities for the successful candidate.

* Responsible for executing updates and all major amends across Goodwood’s customer-facing digital properties.
* Manage all Goodwood.com website content via the Optimizely Content Management System, including basic HTML, CSS and JavaScript editing.
* Work with various stakeholders to source content (copy, imagery, video etc). Guiding and influencing content creation to ensure it best meets business objectives and industry standards.
* Ownership of the ongoing cycle of website user-journey optimization: planning, defining, sourcing content and executing changes and new builds.
* Proactively modify the website on a daily basis to constantly improve conversion rate, average order value, revenue and engagement rates.
* Assist with other digital execution activities where needed including email building, systems testing, UX writing, briefing, paid advertising etc.
* Collaborate with the rest of the digital team to ensure landing pages and user journeys are correctly optimised to drive the best conversion rate and maximise marketing ROI.
* Apply basic SEO knowledge to ensure Goodwood.com maximises organic traffic potential with the help of the digital team.
* Regular analysis of website performance and industry developments to inform decision making.
* Ensure the highest quality of output across Goodwood’s digital properties, balancing brand

requirements with digital logistics.

**Qualities you will possess**

* + Passion for what you do
  + Positive and friendly with a “can do attitude”
  + Impeccable attention to detail
  + Ability to prioritise and organise
  + Proactive
  + Take responsibility for yourself
  + Confidence to make decisions, stand by them and defend them objectively
  + Creative
  + Hunger to learn from colleagues and keep up to date with industry developments
  + Commercial thinker
  + Highly Analytical
  + Flexibility to change and able to adapt
  + Understand and hold passion for digital technology
  + Excellent communicator and writing skills
  + Self-starter with great collaboration skills.
  + Able to influence, teach and guide at various levels
  + Keen to develop a career in digital
  + A sense of fun!
  + Passionate about website and user- journey optimization

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

* + Educated to degree level or equivalent.
  + Previous digital experience in a commercially focused role.
  + Extremely passionate about delivering exceptional digital user experiences.
  + Highly organised and process-driven with strong interpersonal skills and teamwork focus.
  + Strong learning agility with enthusiasm to learn and develop new skills.
  + Flexible approach to workload and strong multi-tasking capabilities.
  + Exceptional eye for detail with the ability to spot inconsistencies and issues which could affect the customer’s experience.
  + Experience in using multiple Content Management Systems and asset management tools.
  + Fundamental understanding of digital and web architecture (HTML, CSS, JavaScript, SEO, APIs, FTPs, UX, CRO, testing methods, personalisation, paid advertising, graphic manipulation etc.).
  + Experience in using Google Analytics with a numerate and analytical mindset.
  + In-depth understanding of consumer psychology, eCommerce practice and user experience with ability to combine and apply this knowledge to everyday work.
  + Working knowledge of digital design principles including UX writing.
  + Ability to prototype and show thinking very quickly, and carry prototypes through to final, customer-facing experiences.
  + A clear and effective communicator, able to moderate to your message to your audience to best achieve the desired result.
  + Always able to consider things from a customer’s perspective and an ability to tailor the web

experience to best meet that customer’s needs.