

**GOODWOOD**

**The Role**

**The Junior Email Marketing Executive** will be part of **the Data & Insights team** and will report to the **Email Marketing 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 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 Email Marketing Executive is at the very heart of our customer communication, aiding and supporting a range of Goodwood businesses covering our flagship events such as Festival of Speed, The Goodwood Revival, Member’s Meeting, ‘Glorious Goodwood’ and Goodwoof! The role also supports our diverse range of 365 businesses, including Memberships, hotel, restaurants and the historic motor circuit among other exciting areas.

They will own the delivery and execution of the customer-first email communication strategy: including email testing and scheduling, data segmentation and maintenance, data enquiries and reporting on departmental KPIs. The role is the key liaison point for the different business Marketing teams and provides support to the Email Marketing Manager and wider Data & Insights team.

**Key responsibilities**

* Liaising with the different business Marketing teams to manage the e-shot and yearly campaign calendars.
* Data segmentation for communication purposes within our data warehouse and EMS platform across email, SMS, DM and retargeting campaigns across Google and social.
* Testing and scheduling emails across our marketing, clubs, press and service accounts in our EMS. This includes quality control to ensure brand protection.
* The go-to expert user of the EMS, including A/B testing, dynamic personalisation, digital best practices and ongoing training on new features and functionality.
* Design, build and maintenance of HTML email templates
* Delivery of customer journey communications across the business including welcome programmes, upsell and cross-sell campaigns and reengagement sequences.
* Reporting on campaign performance metrics such as interest growth, open rate, click through rates and unsubscribes to add value to the campaign planning process and implement learnings.
* Support the implementation of data capture methods including WIFI and CMS form integration.
* Managing and replying to data enquiries for internal stakeholders and customers including data access requests, marketing opt-out requests.
* Shared responsibility for the unsubscribe and anonymisation processes across the business.
* Creation and management of surveys across the business including distribution.
* Basic reporting on surveys and support to the wider Data & Insights team on business feedback.
* Provide support to the Email Marketing Manager to deliver projects, strategy and team KPIs.

**Qualities you will possess**

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