

**GOODWOOD**

**The Role**

**The Event Marketing Manager** will be part of the **Motorsport & Cycling 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**

The Motorsport Marketing & PR Team look after a number of brands across Goodwood’s event and club portfolio: Festival of Speed, Goodwood Revival, Members’ Meeting, the Goodwood Road Racing Club, and more recently Eroica Britannia.

As an Event Marketing Manager, you will be responsible for the planning and execution of the marketing strategy for a number of these events and the membership club, to sell tickets and effectively communicate with our existing and potential customers.

You will work hand-in-hand with your PR & Marketing colleagues, Event Operations, Digital, Content and Partnership teams to roll out your plans, with the support of a Marketing Executive, who you will manage day-to-day.

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 marketing 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**

* Lead and deliver the sales and marketing strategy for events within the Goodwood portfolio – including building the event brand, selling event tickets and products, delivering exceptional customer communications and collating relevant customer insights.
* Produce relevant assets and collateral in relation to your activity plans and work with the Marketing Executive to ensure all collateral, web pages and other communications are kept up to date and on brand.
* Be a part of the team involved with product evolution across the events.
* Work with event partners to help deliver agreed activations and communications.
* Be a brand guardian for the Motorsport and Cycling event portfolio, its sub-brands and any new product / brand development.
* Work closely with the Motorsport and Automotive Press Officer to incorporate media activity and opportunities in your annual plans.
* 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.
* Regularly undertake pricing, market and competitor research.
* Liaise with the internal data insights team to regularly report on ticket sales, campaign performance and customer demographics.
* 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 role.
* Experience of delivering successful and exceptional sales and marketing strategy, communications and customer experience.
* Experience in marketing events is desirable but not essential.
* Ideally you would have a passion for cars, motorsport and / or cycling.
* Strong commercial acumen with a proven track record of successfully delivering on time and on budget.
* 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. You will be required to work weekends during the events season.
* Responds quickly to requests and achieves deadlines consistently.
* Driving licence essential due to location of the office at Goodwood, which is where this role is based.