

**GOODWOOD**

The Role

The Head of PR will be part of the Marketing team and report to the Chief Marketing Officer

**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**

In conjunction with the CMO you will create, manage and implement the overall Group PR plan and manage the media management activity across all of the established media channels for the Goodwood Group.

**Key responsibilities**

**People Management**

* Inspire and lead a high performing team, providing a clear vision with actionable insights and clear measurement of success.
* Set standards and give regular feedback and ensure that the team are always adding value and providing an exceptional customer experience
* Develop and invest in the team, their skills and through PDP’s enable career progression.

**Strategy Development and Leadership**

* Develop, communicate, and deliver the Group wide PR plan both at a strategic and tactical level
* Own and manage senior media partner relationships to sell in Goodwood’s media strategy. Initiate and Build strong relationships with our media partners (e.g. The Telegraph )
* Own and manage Goodwood’s broadcast strategy
* Engage and influence the senior leaders across the Group to ensure alignment, accountability and implementation of agreed strategies
* Deliver a clear press accreditation strategy, database and communication programme that focuses on ROI and quality not quantity.

**PR Specific**

* Expand existing PR coverage to include all relevant influencer marketing
* Identify key message strategy (quarterly/annually) for all of the business units
* Gain significant international press coverage including a focus on key countries (e.g. Qatar for racing)
* Become the reference and established “voice” for PR Communications for the Goodwood Estate
* Overall responsibility for creating the annual public relations strategy and developing with key stakeholders the individual plans for each respective area.
* Work closely with the three Business Unit Head of Marketing to ensure strategies and activities are integrated and aligned.
* Proactively manage editorial calendars for each of the business units.
* Initiate programmes to improve public awareness and positively influence public opinion around local Goodwood issues, such as noise abatement, traffic and planning
* Initiate and Proactively “sell in” stories (at face to face meetings and over the phone) to key media channels (sports press, magazines and relevant publications)
* Actively represent Goodwood in a media-facing role during the Events through all established media channels: (TV/Radio/Podcast etc)
* Responsible for initiating and managing press dinners and launch events
* Create the press timetable for the main press events, working closely with Lord March’s office
* Host TV and radio events and photography shoots throughout the year
* Own the selection and relationship management with distribution and syndication agencies to ensure we have maximum ROI
* Initiate, maintain and develop relationships with key industry bodies and interested parties to promote and add value to the activities of the Goodwood estate
* Own, maintain and implement the public relations elements of the Crisis Management Plan along with being the public spokesperson for Goodwood within established protocols

**Performance and Values**

* Be the reference and established “voice” for PR Communications for the Goodwood Estate
* To be the guardian of the Values and core behaviours and ensure they are embedded within the people performance framework
* Develop, initiate and maintain an integrated media monitoring, media valuation and reporting process for all stakeholders to access
* Ensure that the PR team operate a ‘business partner’ relationship with their divisional management teams whilst challenging and supporting appropriately
* In conjunction with the Head of Finance, own and manage the PR budget
* Drive all PR related ad-hoc projects

**Qualities you will possess**

* Think creatively and strategically to provide effective solutions for the business and customers
* Excellent verbal and written communication skills
* Ability to plan effectively
* Embraces new technology/digital media
* Provide clear and effective leadership and management of direct reports and to provide a clear vision of future strategy
* Good negotiation and influencing skills
* Excellent communicator
* A sense of fun!
* Strong Leader
* Resilient and tenacious
* Takes a collaborative approach

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

* Recognised PR Qualification
* International exposure
* Previous experience in implementing a successful media strategy
* Previous experience in broadening PR to include all digital channels
* Substantial experience in a Senior PR role
* Spokesperson experience for well-known brands and ability to demonstrate crisis management
* Experience in working with Luxury Brands
* Has managed multiple priorities and multiple business demands

Each role is assigned a level against our expected behaviour. Your role levels are set out below.

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| --- | --- |
| **BEHAVIOUR** | **LEVEL** |
| Think Customer | 4 |
| Communication & Trust | 4 |
| Taking Personal Responsibility | 3 |
| Encouraging Excellence & Commercial Success | 3 |
| Working Together | 4 |