

**GOODWOOD**

**The Role**

The **Lead Producer** will be part of the **Media Content team** and will report to the **Head of Media Content.**

**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**

From its home in the heart of the West Sussex countryside, Goodwood has a growing global audience for its flagship motorsport events; the Festival of Speed presented by Mastercard, the Goodwood Revival and the Members’ Meeting. Our digital audiences are increasingly at the heart of everything we do at Goodwood Road & Racing, both during the events themselves and the rest of the year. The Digital Content team produces a high volume of original content both during the key event periods and throughout the rest of the year. This content is vital in keeping our audiences engaged and meeting sponsor obligations.

The Lead Producer is a key part of our media content team. This person will be responsible for the planning and production of all our video output both on and off event and across a variety of platforms and formats. Working closely with the Head of Content, Social Media Manager and Managing Editor they will conceptualise, plan, brief (verbal and written) and deliver high quality video content using a range of in-house and external suppliers and freelancers.

The Lead Producer will also take charge of the large team of videographers and camerapersons we bring in for our key events – Members’ Meeting, Festival of Speed and Revival – to ensure we deliver the high volume of social video content required during and post-event. A social-first mindset is essential, as is the ability to deliver ideas for both long and short form content in a variety of formats for different channels and audiences.

The ideal candidate will have a keen interest and knowledge of motoring and motorsport but experience in other areas, including technology and vintage lifestyle is welcomed. A Shooting AP background is preferable with the ideal candidate being able to pick up a camera as required.

**Key responsibilities**

* Manage the video production process using both in-house and freelance resources.
* Take briefs from the head of media content, managing editor and social media manager for a variety of video content including for Goodwood’s event partners.
* Research and write written briefs for videographers and camerapersons.
* Develop creative, social-first video content ideas alongside the rest of the team.
* Develop long and short form video concepts in multiple formats for different audiences and channels including TikTok and Reels.
* Run a large team of videographers during our key annual events.
* Manage and develop junior team members.
* Work with our event broadcast partner to ensure all required content is captured pre, during and post-event.

**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
* Strong car knowledge
* Excellent communicator
* Ability to spot upcoming trends in social content
* A sense of fun!

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

* Demonstrable experience of video production including videography abilities.
* Experience in long and short form video production with a focus on social media content.
* Highly organised and able to juggle multiple projects.
* Good research abilities plus the verbal and written communication skills required to explain ideas to others.
* Experience in managing junior team members and freelance contributors.
* Ready with ideas for new content as well as improving our current output.
* A passion for developing new ideas, both long and short form, for social media including TikTok and Reels.
* A proven track record in producing videos which attract above average social media views and engagement.
* A passion for motoring and motorsport is welcome but not essential.
* Imaginative, creative and driven with the ability to see problems coming and proactively devise solutions.