

**GOODWOOD**

**The Role**

The **Lifestyle Content Creator** will be part of the **Digital Content team** and will report to the **Head of Digital 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**

Goodwood Revival is a unique and exquisite immersive event recalling the style, craft and elegance of the golden age of motorsport. The digital channels and products currently focus strongly on the motorsport element of Revival, but this role will transform these channels into media propositions appealing to the broader retro lifestyle community, reflecting all aspects the event and building a global community.

**Key responsibilities**

* Reposition the existing Revival social channels, introducing fashion, lifestyle and entertainment content all with a clearly defined aesthetic and tone
* Define and develop a content strategy and publishing schedule across Instagram and Facebook
* Work closely with the Motorsport content team to integrate motorsport and classic motoring content as one of the pillars of the channels
* Build relationships within the community and create opportunity for content collaborations and influencer distribution
* Work with the partnerships team to develop and deliver partner assets
* Develop new digital propositions for the brand including Pinterest and a new email product
* Define and deliver Revival’s position in wider cultural events and trends
* To establish the Revival digital products as lifestyle media properties

**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
* Confident to make decisions and to stand by them
* Strong customer service skills
* Excellent communicator
* A sense of fun!

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

* A love and passion for lifestyle content
* Experience (personal or professional) in the retro lifestyle sector
* An instinct for what makes great social and digital content
* Experience in planning and commissioning video, stills and written content
* High production standards and an eye for detail
* Experience in setting and delivering content strategies
* A strong creative drive
* Experience in working with contributors
* Experience working on pure media properties, the objectives for this role will be tied to building media channels rather than content marketing for the event