

**GOODWOOD**

**The Role**

The **Marketing Assistant** will workwithin the Motorsport Marketing team, reporting to the Brand 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 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**

We are looking for a pro-active and enthusiastic team player within the close-knit Motorsport Marketing team, **responsible for digital marketing planning, implementation and reporting**, whilst supporting the Brand Marketing Manager in all execution and analysis aspects of the strategic marketing plans across the full marketing mix for the **Goodwood** **Revival, Member’s Meeting and the GRRC**.

The successful candidate will have exposure to a wide range of both internal and external stakeholders, confidently gathering necessary information to support the execution and analysis of marketing plans. They will passionately and confidently strive for excellence to ensure the successful delivery of campaigns.

The role will be of particular interest to those with ambition, wanting to follow a career in marketing to gain breadth of experience through hands on, practical day-to-day tactical marketing execution.

**Key responsibilities**

* Responsible for digital marketing planning, implementation and reporting for Goodwood Revival, Member’s Meeting and the GRRC
* Working alongside the digital team to activate and measure the email communications plan; including creation of dynamic content via DotMailer, and segmenting customer groups to target and maximise engagement and ROI
* Implement targeted social media campaigns across a range of platforms, tracking against KPIs
* Confidently use the Content Management System to ensure the website is kept up to date and always optimised with the customer experience in mind
* Gather necessary information from internal and external stakeholders, and collaborate with the content team and copy writer to support the execution of marketing communications
* Support the Brand Marketing Manager in the execution and analysis of all key marketing activities
* Capture and communicate actions from relevant Marketing activation meetings
* Administer marketing budget and invoices
* Briefing and liaising with the internal design team on artwork required for online and offline advertising, to deadlines
* Keeping campaign plan documents up-to-date
* Undertake ad hoc projects in association with the marketing plans, for example conducting competitor research, pricing analysis
* Support on-event marketing and event delivery across the Motorsport Event Portfolio (Festival of Speed, Goodwood Revival, Member’s Meeting and Breakfast Clubs)
* Undertake any other duties as required

**Qualities you will possess**

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

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

* Educated to degree level standard or equivalent
* Driving licence and own car
* Evident ability to organise and manage own priorities
* Confident communication with high levels of proactivity
* High standard of grammar and spelling
* Demonstrable passion for marketing

**Desirable**

* Experience of working in a marketing environment with both online and offline channels
* Marketing/PR/Social Media or Digital Marketing qualification or undergraduate study
* Understanding of various social channels, including Facebook, Twitter, Instagram, and Pinterest
* Experience or understanding of copy writing
* Previous involvement with a content management system, website creation and Google Analytics
* Practical skills for implementing social media campaigns
* Knowledge of and passion for motorsport

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 | 2 |
| Communication & Trust | 2 |
| Taking Personal Responsibility | 1 |
| Encouraging Excellence & Commercial Success | 1 |
| Working Together | 1 |