# Estatelo1

**GOODWOOD**

**The Role**

The **Marketing Executive** will workwithin the Marketing Communications team, reporting to the Marketing Manager.

**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**

The Marketing Communications 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 Goodwoof.

You will be a pro-active and enthusiastic team player within our close-knit team, responsible for a variety of online and offline marketing activity.

You will work hand-in-hand with your PR & Marketing colleagues, Event Operations, Digital, Data, Content and Partnership teams to execute and analyse annual marketing plans. You will passionately and confidently strive for excellence to ensure the successful delivery of campaigns for Goodwood’s events.

The role will be of particular interest to those who would are enthusiastic in developing their career in marketing, and who are keen to gain a breadth of experience through hands on, practical day-to-day tactical marketing execution.

**Key responsibilities**

* Support the Marketing leads and PR team in the execution and analysis of all key marketing activities for our events, including the Goodwood Revival
* Support the Marketing leads and PR team with the annual media and marketing plan – creating briefs, liaising with media outlets and briefing advertising artwork
* Working alongside the Digital Team to activate and measure the email and website communications plan;
* Implement targeted social media campaigns across a range of platforms, tracking against KPIs
* Gather necessary information from internal and external stakeholders, and collaborate with the content team to support the execution of marketing communications
* Support the Partnerships Management team with the execution of relevant partner marketing activity, and build relationships with the partnership team to leverage those relationships throughout the year
* Assist the team with customer insights and research and utilising the data across campaigns and activities
* Work closely with the Event Operations team to produce relevant communications and materials that assist with the production and experience of events
* Capture and communicate actions from relevant marketing activation and content meetings
* Administer the marketing budget and invoices
* Keep campaign planning documents up-to-date
* Undertake ad hoc projects in association with the Goodwoof, Festival of Speed and Goodwood Revival marketing plans, for example conducting competitor research, pricing analysis
* To own elements of the marketing plans throughout the year
* Support on-event marketing and event delivery across the event
* 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**

* Taking responsibility for yourself
* Attention to detail
* Ability to prioritise and organise
* Proactive
* Positive and friendly with a “can do attitude”
* Great learning agility
* Excellent communicator – written and verbal
* A sense of fun!

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

* Business/Marketing/PR/Social Media or Digital Marketing qualification or undergraduate study
* Demonstrable experience in marketing
* Excellent knowledge of social media and email marketing
* Previous involvement with a content management system, website creation and Google Analytics
* Demonstrable passion for marketing and PR
* Ideally a passion for dogs, cars and motorsport
* Experience or understanding of copywriting, with a high standard of grammar and spelling
* Driving licence essential due to location of the office at Goodwood, which is where this role is based
* Previous experience in an office environment, with competent IT skills and can work effectively within a team
* Creative thinker with a can-do attitude and 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.