

**GOODWOOD**

**The Role**

The **Marketing Manager** will be part of the **Event Communications Team** and will report to the **Senior 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 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 Event Communications Team look after a number of brands across Goodwood’s event and club portfolio: Goodwood Racecourse, Festival of Speed, Goodwood Revival, Members’ Meeting, Goodwoof, the Goodwood Road Racing Club, and Goodwood Classic Solutions insurance.

As the Marketing Manager, you will be responsible for the planning and execution of the marketing strategy for a number of these events and membership club products, to drive ticket sales, acquisition and retention, and effectively communicate with customers.

You will work hand-in-hand with your PR & Marketing colleagues, Hospitality, Club, Event Operations, Digital, Content and Partnership teams to roll out your plans, with the support of a Marketing Executive, who you will manage day-to-day.

Confident and commercially-savvy, you will have the ability to hit budget targets, but also bring a high standard of communication and creativity to our marketing activity. You will be surrounded by friendly teams across the Goodwood business, who have a passion for delivering exceptional customer and member experiences.

**Key responsibilities**

* Lead and deliver the annual sales and marketing strategy for events and products within the Goodwood portfolio – including brand development, outlining acquisition and retention strategy and delivering exceptional customer communications.
* You will report into the Senior Marketing Manager who will oversee and sign off your annual plans, as well as guide you throughout the year.
* Produce relevant assets in relation to your activity plans and work with the Marketing Executive to ensure all collateral, web pages and other communications are kept up to date and on brand.
* Work closely with the PR Manager to incorporate media activity and opportunities in your annual plans.
* Work with the wider Event Communications Team and membership teams to support with the member-only experiences, benefits and enclosures available at the headline motorsport events.
* Work with event partners to help deliver agreed activations and communications.
* Be a brand guardian for the event portfolio, its sub-brands and any new product / brand development.
* Liaise with the internal Data & Insights team to regularly report on ticket sales, campaign performance and customer demographics, which will help inform your activity throughout the year.
* Organise photo and video shoots over events, where need be.
* Manage the Marketing Executive day to day.
* Responsible for the spend within the allocated budget set out by the Senior Marketing Manager.
* Comply with relevant data protection and GDPR legislation.
* 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**

* Passion for what you do
* Positive, proactive and friendly with a “can do attitude”
* Attention to detail
* Ability to prioritise and organise
* Take responsibility for yourself
* Confident to make decisions and to stand by them
* Good negotiation and influencing skills
* Excellent communicator and stakeholder management skills
* A sense of fun!

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

* Demonstrable work experience in a similar marketing or brand role.
* Experience of delivering successful and exceptional sales and marketing strategy, communications and customer experience.
* Experience of launching and rolling out a new brand is desirable, as is experience of working in an event marketing, motorsport, automotive, membership or premium lifestyle industry.
* Demonstrate the delivery of successful and exceptional sales and marketing strategy, communications and customer experience.
* A passion for cars, motorsport and / or premium lifestyle products is desirable
* Strong commercial acumen with a proven track record of successfully delivering on time and on budget.
* Confident in challenging ways of working, bringing new ideas, reporting on activity and meeting deadlines.
* An understanding of Goodwood and our events is essential.
* Excellent written and interpersonal skills with the ability to adapt communication styles depending on the audience and managing various internal and external stakeholders.
* People management experience is desirable.
* Previous experience in an office environment, with competent IT skills and can work effectively within a team.
* Creative thinker with a can-do attitude, with 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.
* Due to the rural location of the Goodwood estate, a full clean driving licence is essential
* Due to the nature of the business, this role is office based but flexible working from home is available.