

**GOODWOOD**

**The Role**

The **Platform Acquisition & Content Manager** will be part of the **Digital team** and report to the **Head of Digital Product**

**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**

Responsible for being our Platform Acquisition and Content expert within a central Digital team. Supporting the business in ensuring our websites and apps are seen and appreciated by as many people as possible.

**Key responsibilities**

* Work with in-house marketing, PR and editorial teams to plan and execute a content publishing strategy in line with traffic and audience objectives
* Have overall responsibility for our website and app content - ensuring information throughout our user journeys is accurate, on-brand and managed efficiently
* Lead and assist on content production when the need arises - you’ll need to walk the walk, not just talk the talk!
* Ensure our platforms are optimised for discovery from a technical perspective and manage our overall website architecture - balancing SEO requirements with UX, brand and commercial objectives.
* Work collaboratively with our Conversion & Trading Manager to ensure the audiences you drive to our platforms are engaged and keep coming back
* Demonstrate the value of SEO at a senior level, getting stakeholder buy-in to ensure resource in other departments is working effectively towards the goals you set
* Proactively investigate markets and trends, defining business cases and strategies for growth areas, be it new platforms, apps, games, marketplaces etc.
* Self-serve required analytics and work with our data & insights team to improve business reporting
* Establish and manage a backlink strategy to grow our referral channel, exploring and putting live digital affiliate marketing strategies with provable ROI

**Qualities you will possess**

* Passion for what you do
* Positive and friendly with a “can do attitude”
* Attention to detail
* Ability to prioritise and organise
* Proactive
* Take responsibility for yourself
* Confident to make decisions and to stand by them
* Creative
* Hunger to learn (keep up to date)
* Flexibility to change and able to adapt
* Good negotiation and influencing skills
* Excellent communicator
* A sense of fun!

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

* Provable experience growing website traffic at scale
* Minimum three years’ experience in an SEO focussed role
* Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
* Experience formulating strategies, setting objectives and communicating this business-wide
* Proven ability to guide, inspire and empower content producers to help them get the biggest impact from their work
* Deep, technical, working knowledge of digital platforms