

**GOODWOOD**

**The Role**

The **Press Assistant** will workas part of the **Events PR & Marketing Team**, reporting to the **PR 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 – 11,000 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 Goodwood to be the **‘home of exceptional experiences’**.

**Our Values**

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| --- | --- | --- | --- |
| **The Real Thing** | **Derring Do** | **Obsession for Perfection** | **Sheer Love of Life** |
| 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 assisting in the year-round promotion of Goodwood’s events – Members’ Meeting, Goodwoof, Festival of Speed, Revival and horseracing fixtures – through national, international and specialist press and media.

Work closely with the PR Manager and Press Officers to assist in the implementation and running of PR campaigns by writing and distributing press releases; collating content, copy and images; as well as researching, building and maintaining up-to-date media lists. To produce thorough media reports, in order to promote the team’s activity to the wider business.

Assist the Press Officers in the management of media accreditation for all events, taking the lead on ticketing and car parking where relevant.

To support with on-event activities, including the preparation and organisation of the Media Centres and front-of-house duties.

**Key responsibilities**

**Public Relations**

* Assist in the implementation and running of Goodwood’s event campaigns.
* Write and distribute press releases and announcements across appropriate channels.
* Maintain and grow media lists ensuring that these are accurate, kept up-to-date and managed in line with GDPR legislation.
* Support campaign strategy with copywriting, content collation and preparation of campaign materials.
* Support with arrangements for hosting press and the running of Press Day(s), and Media Centres at Goodwood events.
* Support the Press Officers by ensuring all official media documentation, such as Indemnity Forms and Public Liability Insurance are in order, and that photography tabards, camera stickers and other items are ordered when appropriate and ready for events.
* Ensure online Press & Media Site is up-to-date and accessible to media.
* Monitor and manage the Goodwood Media Inbox alongside the Press Officers on a daily basis, responding to press and media in a timely manner and ensuring enquiries are sent to stakeholders accordingly.
* Monitor and manage the Goodwood Motorsport PR Instagram on a daily basis, replying to messages, re-sharing relevant content and sharing latest news stories. Identify on-event content creation opportunities, capture and share.
* Manage effective logging of daily coverage; collate analytical data and compile accurate media reports which analyse the effectiveness and impact of press campaigns.
* Communicate the success of the Events PR team and its campaign coverage to key stakeholders.
* Work with any PR agencies and freelancers on relevant events and projects.
* Keep effective lines of communication open with wider teams at Goodwood as well as PR agencies.
* Assist with setting up interviews, filming and photoshoots, as well as meeting / chaperoning journalists, photographers, broadcasters and film crews on-event and year-round.

**General**

* Play an active role in the team, contributing to the efficient running of Events PR.
* Act as an ambassador for the Goodwood brand at all times and ensure the Group values are upheld to both external and internal contacts, through appropriate behaviour and performance.
* Keep in touch with best practice, trends and new technologies or tools relevant to the sector.
* Manage own learning and continuous professional development in the role.
* Support the culture of continuous growth and development of Goodwood.
* Undertake any other duties as requested by the department management team, in accordance with the scope and responsibilities of the role.

**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
* Creative thinker
* Confident to make decisions and stand by them
* Ability to maintain a range of working relationships effectively
* Excellent communicator – written and verbal
* A sense of fun!

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

**Essential**

* Previous experience of working in a press or PR role with exposure to a network of contacts across all types of media.
* Excellent communication skills with a high standard of written English and good proof-reading skills.
* Strong organisational and time management skills. You will be able to work on your own initiative with the ability to prioritise and meet deadlines.
* Attention to detail and commitment to delivering a high standard of work.
* Ability to deal with a wide range of people and the media confidently, courteously and discreetly.
* Understanding and experience of the requirements and working methods of the media in the UK and overseas.
* Ability to get up to speed and become operational quickly and to work accurately and consistently under pressure.
* Highly proficient Microsoft Office user with a good aptitude for learning new applications.
* Ability to work effectively within a team.
* Own transport – the Estate is in a rural location and travel between sites will be required.
* Availability to work at weekend events as required.

**Desirable but not essential**

* University degree with strong written element.
* A keen interest in any areas which our events cover: automotive, technology, motorsport, horseracing and dogs.