

**GOODWOOD**

**The Role**

The **Press Officer** will work as 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 – 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 make 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**

|  |  |  |  |
| --- | --- | --- | --- |
| **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**

Overlooking the South Downs, Goodwood Racecourse is known for top-tier racing and is considered by many to be the most beautiful in the world. The Racecourse hosts 19 days of racing each year, including the highlight of the British flat racing season: Qatar Goodwood Festival. With over 220 years of history the racecourse is firmly established with sporting press; there is a continuing opportunity to broaden that awareness to the lifestyle sector.

The Press Officer will be responsible for assisting in the year-round promotion of Goodwood’s headline events, focusing primarily on Goodwood Racecourse. Through national, international and specialist press and media, the Press Officer will support the delivery of all revenue targets in a creative way and will:

* Work closely with the PR Manager and the Racecourse Marketing & Communications Manager to identify creative storytelling opportunities with a lifestyle focus in order to bring Goodwood’s events to a wider audience, including, but not limited to, press release writing, pitching, photography, filming and working with influencers.
* Respond to media enquiries, manage media relationships and administer the invitation and accreditation process for the events with support from the Junior Press Officer.
* Take the lead on the preparation and organisation of the Media Centres, whilst on-event assuming front-of-house duties and working closely with the Media Centre team, sharing knowledge of best practice and leading by example.
* Communicate the success of the Events PR team to the wider business, supported by the Junior Press Officer with the production of PR reports.

**Key responsibilities**

**Public Relations**

* Execute the year-round PR strategy alongside the Events PR Team, promoting the headline events.
* Secure quality coverage and PR opportunities to deliver revenue and brand objectives, with primary focus on the Goodwood Racecourse. Your activity will reach the lifestyle and events audience through both modern and traditional channels.
* Explore collaborative PR opportunities with selected Goodwood partners, including supporting the launch and activation of partnerships for the Goodwood Racecourse.
* Press release writing, acknowledging different target audiences and opportunities for storytelling.
* Coordinate distribution of press releases to relevant media contacts to ensure widespread media coverage.
* Set up and arrange interviews, host press and be a key point-of-contact for day-to-day media enquiries and image requests.
* Contribute to the maintenance and growth of media lists ensuring that all are accurate and kept up to date.
* Manage the invitation and accreditation process for Goodwood Racecourse including vetting applicants and ensure delivery of appropriate credentials is handled by relevant departments.
* Feed into photography briefs for press requirements, as well as managing photographers and the issuing of images and releases over the events.
* Support with the organisation of any press events outside of the event season relevant to the strategy, and be prepared to spend time out of the office cultivating relationships where need be.
* Play a key role in the implementation and maintenance of PR event activity plans.
* Lead on the organisation of any Press Events, Press Day(s), as well as the event Media Centres.
* To be fully conversant with all Goodwood products and services, in order to give potential and existing media accurate information in a professional and timely manner.
* Process invoices assigned to PR cost codes and ensure budget plans are maintained in a correct and up-to-date fashion.
* Lead on the gathering of press cuttings and clips and communicate success of Events PR team to the wider business.

**General**

* Play an active role in the team, contributing to the efficient running of Events PR & Marketing.
* Act as an ambassador for the Goodwood brand at all times and ensure 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 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 to stand by them
* Good negotiation and influencing skills
* Excellent communication and stakeholder management skills
* Organised and achieves deadlines consistently
* A sense of fun!

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

* Previous experience of working in PR is essential with established media connections.
* Proven track record for securing quality coverage.
* Excellent written and interpersonal skills with the ability to adapt communication styles depending on the audience.
* Competent IT skills.
* You can work effectively both within a team and independently.
* You are a 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 and attend the race days between May and October.
* Responds quickly to requests and achieves deadlines consistently.
* Driving licence essential due to location of the office at Goodwood, which is where this role is based.
* Due to the nature of the events business, flexible working is offered but this role is not hybrid and will be office based.