

**GOODWOOD**

**The Role**

The **Senior Marketing Executive** will be part of the **Racecourse team** and report to the **Racecourse Head of Marketing and PR.**

**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 Senior Marketing Executive plays a key role in marketing campaigns to help us achieve our overarching revenue and customer satisfaction targets for our newest flagship event, Goodwoof. Working alongside a PR Manager and the Head of Marketing, this role is creative and fast-paced. It will suit someone who is hyper-organised, resourceful and who enjoys working with other stakeholders and agencies to create imaginative, impactful and engaging campaigns.

The Senior Marketing Executive will also play a supporting role within the Racecourse marketing team in contributing to the overall Marketing strategy for the horseracing season to deliver the annual revenue targets for both tickets and hospitality.

**Key responsibilities**

**Marketing and Communication**

* Implementing and managing omni-channel marketing campaigns to drive ticket sales and continue to promote growth of Goodwoof;
* Alongside the Digital team, develop highly engaging email comms for Goodwoof and increase the marketable database;
* Managing the artwork brief and production of marketing collateral (print and digital);
* Maximise audience reach through various paid-for digital techniques, for example SEO, PPC, Facebook advertising and re-targeting;
* Alongside the PR Manager, managing the photographic requirements of the event so that we have a suite of stunning imagery for use on all marketing collateral, both online and offline;
* Supporting the PR Manager and Social editor to deliver a calendar of engaging stories and content for social media;
* Supporting the Ticket Office team with timely and appropriate marketing collateral;
* Supporting the development of new products and services for targeted customer groups
* Working with the Digital team to ensure the website is updated and optimised for the best user experience.
* Supporting the Racecourse marketing team to deliver marketing plans and targets for the Qatar Goodwood Festival and August Bank Holiday Racing.

**Partners/Agencies**

* Deliver a first-class experience for all Goodwoof partners. This could include creating partner content for our digital channels, managing key deliverables and creating presentations and reports;
* Building and developing relationships with relevant online communities to support sales;
* Working closely with our agency of choice to use data-driven Insight to inform marketing planning;
* Briefing and managing design agencies with ad hoc design requests;
* Supporting the Social Editor with briefing video production agencies
* Source and manage media partnerships alongside the PR Manager;

**Research/analysis**

* Monitoring daily sales reports, highlighting trends and any potential challenges to the achievement of KPIs;
* Working with our Data team to report and analyse all marketing activity so clear ROI can be identified;
* Maintaining a close eye on competitors and keeping the Head of Marketing up to date with trends and developments.

**Other**

* Undertaking any other duties as required by the Head of Racecourse Marketing and PR;
* There is a requirement to work at Goodwoof and the racecourse fixtures for which time off in lieu will be given. This includes some weekends and Bank Holidays.

**Qualities you will possess**

* Passion for what you do
* Creative thinker
* Solution focused
* Positive and friendly with a “can do attitude” – proactive, energetic and action-orientated.
* Attention to detail
* Ability to prioritise and organise
* Proactive
* Take responsibility for yourself
* Confident to make decisions and to stand by them
* Good negotiation and influencing skills
* Excellent communicator
* A sense of fun!

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

* Ideally, marketing qualified and/or professional membership;
* Minimum 2 years proven relevant experience in another marketing role;
* Previous experience working in ticketed events is an advantage but not essential;
* Experience of working with both online and offline channels and planning media spend;
* Demonstrable passion for digital marketing