

**GOODWOOD**

**The Role**

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

**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**

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

We are looking for a commercially driven Senior Marketing Executive to help plan and execute marketing strategies and campaign plans for the Estate division. This role focuses on driving revenue and meeting budget targets by enhancing sales, customer and member acquisition and retention, and brand storytelling.

You will look after the marketing for Goodwood Motor Circuit, Goodwood Aerodrome and Goodwood Aero Club Membership, Goodwood Farm, Goodwood Education Trust and Sustainability.

Confident and commercially savvy, you will excel at hitting targets while bringing exceptional communication skills and creativity to our marketing activities, with storytelling at the core. You'll be part of a friendly and passionate team across the Goodwood business, dedicated to delivering outstanding customer experiences.

**Key responsibilities**

* Contribute to the delivery of the marketing strategy for the Estate division.
* Manage the email calendar and content, aligning with key commercial priorities.
* Lead on the creation of written content for the Goodwood digital platforms.
* Develop and maintain marketing assets to support activity plans and the sales team, ensuring all collateral, web pages, and communications are up-to-date, on-brand and optimized.
* Support PR initiatives and collaborate with the appointed agency on media activities, including planning and coordinating media trips.
* Work closely with the internal Data & Insights team to analyse sales, campaign performance, customer feedback and demographics using insights to refine strategies.
* Provide monthly reports on key PR and marketing activity.
* Assist in organising photo and video shoots.
* Generate and execute creative campaign ideas from concept to completion.
* 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 experience in a marketing or brand role, with clear evidence of commercial success.
* Experience of delivering successful and exceptional campaigns and customer experience.
* An interest in conservation and sustainability is highly desirable, reflecting our commitment to these values in all aspects of our work.
* Strong copywriting skills to effectively tell our brand story.
* Ability to effectively manage and prioritise tasks across multiple diverse brand areas.
* A passion for motorsport, aviation 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.
* Excellent written and interpersonal skills with the ability to adapt communication styles depending on the audience and managing various internal and external stakeholders.
* 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.
* Due to the rural location of the Goodwood estate, a full clean driving licence is essential.