

**GOODWOOD**

**The Role**

The **Social Media Manager** will be part of the **Digital Content team** and will report to the **Digital Media Manager.**

**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**

From its home in the heart of the West Sussex countryside, Goodwood has a growing global audience for its flagship motorsport events; the Festival of Speed presented by Mastercard, the Goodwood Revival and the Members’ Meeting. Our digital audiences are increasingly at the heart of everything we do at Goodwood Road & Racing, both during the events themselves and the rest of the year.

The Social Media Manager is responsible for overseeing the creation and distribution of content across our owned channels to entertain and engage our millions of loyal followers and fans. The Social Media Manager will have the opportunity to work closely with our in-house content creation team of writers, editors, videographers and photographers to craft and tell the Goodwood story throughout the year. The role would include overseeing the work of an in-house community manager throughout the year as well as managing a team of freelance social media support during the incredibly busy events.

As our events evolve and grow the Social Media Manager will have a key role in bringing our audiences on that journey as well as finding followers to instil with a passion for Goodwood.

**Key responsibilities**

* Creation of the 365 Goodwood social media content calendar with input from the Digital Content team.
* Managing in-house and freelance resource to ensure timely social media content creation and publishing.
* Planning and implementing social media publishing and community management – including supervision of a large team of freelancers – during the key event weekends.
* Measuring and analysing the performance of Goodwood social media content for the purposes of internal reporting and refinement.
* Working with the Head of Media Content and Digital Content Manager to align social content with wider digital strategy targets.
* Ensuring our content is entertaining and engaging across all our key channels.
* Keeping up-to-date with social and content trends to make sure Goodwood content is as relevant and engaging as possible.

**Qualities you will possess**

* Passion for what you do
* Positive and friendly with a “can do attitude”
* Attention to detail
* Ability to prioritise, organise and multi-task
* Quick learner
* Take responsibility for yourself
* Confident to make decisions and to stand by them
* Strong customer service skills
* Excellent communicator
* A sense of fun!

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

* Demonstrable experience in social media & community management roles.
* A passion for and knowledge of all things automotive, with an emphasis on motorsport.
* Imaginative, creative and driven with the ability to identify strategic as well as tactical imperatives.
* Attention to detail with a strong grasp of the English language and crisp and engaging writing style
* Up-to-date understanding and commercial experience in using all social media platforms (mainly Facebook, Twitter, Instagram and YouTube)
* An understanding of how different content formats and types can best be used across key platforms.
* Background of working with, and across, multiple departments, including editorial, marketing and PR
* Confidence in managing and moderating online communities.
* Experience of managing a small team would be advantageous.
* Photoshop, Lightroom and AfterEffects skills desirable, but not vital.