



GOODWOOD

The Role

The **Motorsport PR Manager** will be part of the PR team and report to the Group Head of Media.

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

We employ meticulous attention to detail to create experiences, as they should be. We are honest and open.

Daring Do

We don't mind breaking the rules to create the best possible experiences. We will take tough decisions

Obsession for Perfection

It's a team thing – everybody mucks in to make things happen. We're madly passionate about what we do

Sheer Love of Life

We want to make everyone feel special by loving what we do.

Purpose of the role

You will be responsible for developing, managing and implementing the overall PR strategy for Goodwood's headline Motorsport events, including Members' Meeting, Festival of Speed and Revival.

With significant knowledge of the motorsport industry, you will manage motorsport media relations both strategically and tactically across all channels, with a strong emphasis on delivering standout digital and influencer communications strategies.

You will also be tasked with promoting the events through earned media partnerships both in the UK and internationally.

In addition, you will work closely with other stakeholders, including the Goodwood Partnerships Team, to support and deliver innovative PR campaigns for Goodwood's roster of automotive partners across each motorsport event.

Key Responsibilities

Strategy & Planning:

- Develop the annual strategic plan for Motorsport PR in support of commercial objectives
- Work closely with all other Motorsport stakeholders to align PR planning with overall marketing strategies
- Responsible for the implementation of PR activity that delivers value to our automotive partners
- Proactively manage editorial calendars
- Plan and manage the Motorsport PR budget

Media & Press Relations:

- Overall responsibility for day to day communications with journalists and external PR agencies as well as the building of new relationships with all media, both online and offline
- Devise standout media influencer strategies to drive audience acquisition and reach across digital and social media platforms
- Initiate creative ideas for news stories and social media content across Motorsport events, managing the production of both stories and content and their distribution to the media
- Manage all Motorsport press enquiries on a daily basis, both from national and global media
- Own the press accreditation process for Motorsport, ensuring efficiency is maximised
- Create all press releases for the major Motorsport events and manage their distribution to relevant publications both nationally and internationally
- Work closely with the digital marketing team to create e-newsletters and website communications
- Grow the Motorsport press contacts and relationships through regular face to face meetings
- Maintain effective working relationships with key industry bodies from a PR perspective

Monitoring, Analysis & Trends:

- Analyse and measure results of Motorsport PR activity at all levels, including events, media partnerships, sponsor activity and proactive news stories
- Own the regular reporting on Motorsport ROI, specifically monthly reporting to the wider business
- Alert relevant members of the Goodwood business to significant motoring news stories
- Identify new trends in both the motoring and media industries for the benefit of the business

Issues Management:

- Draft press communications in relation to crisis and issues management surrounding Motorsport events
- Support the Group Head of Media with the implementation of the Goodwood Crisis Management Plan where necessary in relation to Motorsport events

General:

- Produce specialist Motorsport copy to support all forms of marketing communications, including key Goodwood publications
- Contribute public relations expertise for Goodwood's overall strategic planning
- Raise public awareness and positively influence public opinion around key Goodwood issues, such as noise abatement, traffic and planning

Qualities you will possess

- Passion for Motorsport
- Positive, friendly with a “can do attitude”
- Attention to detail
- Ability to prioritise and organise
- Proactive
- Take responsibility for yourself
- Confident to make decisions
- Good negotiation and influencing skills
- Excellent communicator
- A sense of fun!

What do you need to be successful?

- The ability to sell in the right story to the right journalist and able to pitch effectively both face to face and by telephone
- Creative thinker with the ability to bring content alive
- Excellent written and interpersonal skills with the ability to adapt communication styles depending on the audience
- Can demonstrate a proven commercial success for revenue increase through PR activities
- Able to develop effective media partnerships to optimise coverage
- Responds quickly to requests and achieves deadlines consistently
- Excellent IT skills
- Experienced in Motorsport and/or Motor Car PR highly desirable
- Experience of developing press exposure and brand development with established businesses
- Good working understanding of CRM systems
- PR Qualification or relevant degree
- Good understanding of budget management