



GOODWOOD

The Role

The **PR Manager – Motorsport Events**, will be part of Group Marketing and report to the Head of Marketing & Communications – Motorsport, Entertaining & Hospitality.

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

Always inspired by Goodwood's heritage

Derring-Do

Daring to surprise and delight

Obsession for Perfection

Striving to do things *even* better

Sheer Love of Life

Sharing our infectious enthusiasm

Purpose of the role

You will be primarily responsible for driving earned media coverage for our headline Motorsport events; Members' Meeting, Festival of Speed and Revival. In addition, you will be responsible for earning coverage for our other Motorsport related products, the Goodwood Road Racing Club (GRRC), Breakfast Clubs and the Goodwood Motor Circuit.

You will nurture and manage motorsport media relations both strategically and tactically across all channels, from traditional print, through to key digital and influencer partnerships.

You will work closely and collaboratively with the Goodwood Road & Racing (GR&R) Editorial team and the Motorsport Marketing team, to ensure that coverage is both always on, to deliver consistent top of mind awareness, while also peaking around key promotional periods, to drive spikes in awareness.

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

Key Responsibilities

Media & Press Relations

- Working closely with our in-house editorial team, GR&R, to develop compelling stories and releases
- Proactive pitching – What do the titles want to cover and how can we adapt stories for that?
- Reactive pitching – Distributing press releases produced by GR&R to our whole distribution list
- Feature pitching – Working collaboratively with journalists to build larger than usual features
- Beyond our core – The ability to turn automotive news into cool hooks that are attractive for wider mainstream media
- Relationship building – Nurture relationships with key target and core media
- Linking existing relationships – Ensuring wider teams automotive and motorsport contacts are fully sweated
- 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
- 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

Strategy, Planning & Activity

- 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
- Idea generation for PR activities beyond the core motoring stories / press releases
- Plan and manage the Motorsport PR budget

Manufacturer / Tech Sponsor PR

- Brief, pitch and manage the relationship with PR agencies responsible for gathering PR for our key sponsors
- Work closely with the Partnership Management team and Festival of Speed General Manager to ensure optimal opportunities and coverage for key sponsors, in-line with our brand priorities

Lifestyle / Sustainability PR

- Work closely with the Marketing team and the Lifestyle PR Manager to ensure relevant stories are picked up by wider lifestyle and national titles, broadening coverage of the events beyond the core motorsport media

Line Management

- Coach and develop the Group Marketing PR Assistant
- Enable her to become a valued and trusted resource within the team and ensure she is developed for future expansion of job remit, with relevant training and project ownership
- Oversee and advise on her core responsibilities, which include;
 - Management of all automotive press enquiries on a daily basis, both from national and global media
 - Ownership of the press accreditation process for Motorsport, ensuring efficiency is maximised
 - Analysis and measurement of results of Motorsport PR activity at all levels, including events, media partnerships, sponsor activity and proactive news stories

Qualities you will possess

- Positive, friendly with a “can do attitude”
- Good negotiation and influencing skills
- Excellent communicator and presenter
- Proactive
- Take responsibility for yourself
- Attention to detail
- Ability to prioritise and organise
- Knowledge of the automotive and motorsport industry preferable
- 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
- The ability to extract from journalists what they want to cover on our behalf and how we can make those stories happen
- Excellent interpersonal skills with the ability to adapt communication styles depending on the audience
- Creative thinker with the ability to bring content alive
- 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
- Ability to tell compelling stories and present them to stakeholders at all levels
- Strong written skills, with experience of press release writing and a good eye for detail
- Experience in the automotive industry and/or automotive PR desirable
- Line management experience and the ability to coach people to excel
- Experience of developing press exposure and brand development with established businesses
- Good working understanding of CRM systems
- Bringing with you a black book of valuable and relevant contacts is preferable
- PR qualification or relevant degree is preferable
- Good understanding of budget management