



GOODWOOD

The Role

The **Senior Marketing Executive (Racecourse)** role is part of Group Marketing, Sports division and reports to the Racecourse Brand Marketing Manager.

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.

Derring 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

The Senior Marketing Executive plays a key role in developing and managing Racecourse marketing campaigns to help us achieve our overarching revenue and customer satisfaction targets. Working to the Brand Manager, and with the support of a Marketing Assistant, this role is creative and fast-paced. It will suit someone who is hyper-organised, good at meeting deadlines and who enjoys working with designers, photographers and videographers to create really stunning marketing collateral.

Key responsibilities

Marketing and Communication

- Developing creative, and effective marketing activity plans to drive sales for both ticket sales and hospitality sales at the Racecourse.

- Together with the Goodwood in-house Design Studio, developing highly engaging marketing collateral for the Racecourse.
- Negotiating and booking relevant print advertising, promotions and reader competitions within relevant, targeted media.
- Developing creative Direct Mail campaigns, working with the in-house Design Studio and external printers to bring these through from concept to fruition.
- Managing the production of the racecards for each fixture.
- Negotiating and booking relevant outdoor advertising, and radio advertising, including promotions and listener competitions.
- With the support of the Digital team, maximise audience reach through various paid for digital techniques, for example SEO, PPC, Facebook advertising and re-targeting.
- Alongside the in-house photo librarian, managing the photographic requirements of the Racecourse so that we have a suite of stunning imagery for use on all marketing collateral, both online and offline.
- Supporting the PR team to deliver a calendar of engaging stories and content for targeted media.
- Supporting the Hospitality Sales team with timely and appropriate marketing collateral.
- Supporting the development of new products and services for targeted customer groups.

Customer Satisfaction

- Monitoring customer satisfaction via the Goodwood Customer Satisfaction dashboard and reviewing customer journeys so that every visit to the Racecourse is true to the brand values.

Partners/Agencies

- Supporting the Brand Manager to deliver a first class experience for all Racecourse partners. This could include updating partner details to the website, managing on event promotions, handling partner advertising in the Racecards and creating presentations and reports.
- Building and developing relationships with relevant communities to support sales.
- Working closely with our agency, Two Circles, to use data-driven Insight to inform marketing planning.
- Leveraging media, sponsor, exhibitor and team marketing partnerships to drive sales and create positive brand associations.

Research/analysis

- Monitoring daily sales reports, highlighting trends and any potential challenges to the achievement of KPIs.
- Measuring and reporting on all marketing activity so clear ROI can be identified
- Managing ad-hoc research projects and customer surveys.
- Analysing data and sales reports, when required to support specific projects and initiatives.
- Maintaining a close eye on competitors and keeping the Racecourse up to date with pricing and developments.

Other

- Managing the Marketing Assistant to ensure they achieve their objectives
- From time to time, as required, supporting the work of other marketing executives in the Sports business units.
- Undertaking any other duties as required by the Brand Manager or Head of Sports Marketing.
- On Event: There is a requirement to work at all 19 of the Racecourse fixtures for which time off in lieu will be given. This includes some weekends and Bank Holidays.

Qualities you will possess

- Creative thinker
- Solution focussed
- Proactive and energetic, action-orientated individual.
- Articulate
- Strong written communication skills with ability to write compelling copy
- Personable, with ability to engage with a broad group of internal and external stakeholder
- Presentable and professional – living the brand
- Ability to see things through eyes of the customer
- Ability to juggle multiple priorities in a fast paced environment
- Excellent attention to detail
- Ability to prioritise and organise
- Ability to take responsibility for yourself

What do you need to be successful?

- Educated to degree level. Specific marketing qualification, either at degree or post-grad level an advantage.
- At least 3 years' experience in another marketing role with print experience preferred.
- A passion for customer experience.
- Quick learner on web-based platforms.
- A can-do attitude and willingness to go the extra mile to make things happen.
- Ability to prioritise and meet deadlines.
- A team player with a sense of humour.
- An interest in horseracing is an advantage, but not a necessity.

Each role is assigned a level against our expected behaviour. Your role levels are set out below.

BEHAVIOUR	LEVEL
Think Customer	3
Communication & Trust	3
Taking Personal Responsibility	3
Encouraging Excellence & Commercial Success	2
Working Together	3