



GOODWOOD

The Role

The **Racecourse Digital Marketing Executive** role is part of Group Marketing, Sports division and reports to the Racecourse 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

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

The Racecourse Digital Marketing Executive is responsible for building and engaging with a growing community of racegoers. The role works alongside, and as part of a passionate horseracing marketing team that has the overarching objective to deliver integrated campaigns that drive visitor numbers and revenue. The Racecourse Digital Marketing Executive will be responsible for managing the social media platforms for the Racecourse, both in creating core organic content as well as paid social marketing. In addition, they will be responsible for all owned digital advertising, including but not limited to PPC, Google Display and Programmatic platforms. This is very much a hands-on role and would be ideal for someone who has a passion both for the sport of horseracing and marketing. This role will support both Goodwood Racecourse and World Horse Racing (WHR) - an alliance of four iconic global racing festivals, of which Goodwood Racecourse is one of the founders.

Key responsibilities: what does this role look like?

Social Media Management

- Responsible for the social media marketing budget for the year, and the planning and executing of all paid social campaigns (excluding QGF in 2019).
- Manage the day-to-day running of the Racecourse social media accounts including (but not limited to) Facebook, Twitter, Instagram, YouTube, Trip Advisor and Snapchat.
- Be responsible for the creation and execution of a 365-day content plan for all social channels that's tailored to the relevant audiences that reside on each. Including creating short video edits.
- Ensure that all content that's created and posted is on-brand and is engaging.
- Ensure our content is discoverable by using correct tagging and hashtags.
- Build relationships, stimulate conversations and respond to fans and followers on our channel and via 3rd party (outreach).
- Identify appropriate 3rd party distribution channels for the sharing of our content.

Customer Satisfaction

- Ensure all reviews and comments, both positive and negative, as well as Direct Messages are responded to in a timely manner.
- Create a warm and friendly ongoing dialogue with followers so that there is a sense of a real person behind the brand.

Partners/Agencies/Sponsors

- Work with the Racecourse Partnership Team to activate digital elements of sponsor agreements, including developing content ideas that both hit sponsor objectives as well as benefitting our own social channels with content driven, engaging campaigns.
- Identify and build relationships with influencers, partners and 3rd parties to leverage their audiences.

Research/analysis

- Keep a pulse on the latest market / industry news to drive brand awareness.
- Together with the Digital Team, monitor and analyse campaigns and adjust activity accordingly to ensure KPIs are met.

Other

- 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 Head of Sports Marketing and/or Racecourse Marketing Manager
- There will be some back-end website work involved in the role that requires a keen eye for detail (basic coding training will be provided)
- On Event: There is a requirement to work during all of the Racecourse's 19 days of racing. This includes some weekends and Bank Holidays.
- **A clean driving licence and use of a car is essential for this role.**

Qualities you will possess

- Passion for what you do
- Positive and friendly with a "can do attitude", and willingness to go the extra mile
- Strong attention to detail, particularly to grammar
- Ability to prioritise and meet deadlines
- A proactive approach

- An excellent communicator with ability to write engagingly for a variety of audiences
- A team player with a sense of humour
- An agile worker, with flexibility to adapt quickly to a fast moving environment

What do you need to be successful?

- Excellent understanding and experience of key social platforms, including Facebook, Twitter, Instagram, YouTube, Trip Advisor and Snapshot, plus experience of using social media scheduling tools
- Ideally a Marketing/PR/Social Media or Digital Marketing qualification or undergraduate study
- A digital native - quick to learn new web-based platforms
- Keen, ongoing awareness and interest in trends across social media, digital publishing, online video and sports output internationally
- Experience of social media strategy, KPIs and goals to increase a digital audience and engagement
- Creative – full of ideas for how we can better bring our brand to life
- An understanding of the influencer markets
- Some experience of video creation and editing would be beneficial
- A passion for horseracing

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

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