



GOODWOOD

The Role

The **PR Assistant** will be part of **PR Team** and report to the **Head of PR**.

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 responsible for assisting the PR team in promoting the Estate and all events through both the national and international press to support the delivery of all revenue targets in a creative way. You will administer the accreditation process for the three-major annual Motor Sport events at Goodwood – Members' Meeting, Festival of Speed and Revival – as well as all horse racing fixtures, including the Qatar Goodwood Festival.

You will support the whole PR team in on-event duties, focusing on front-of-house duties in event media centre(s) as well as producing PR reports, measuring success to show the wider business, managing the accreditation system, maintaining up-to-date press lists and distribution of press releases.

Key responsibilities

Public Relations

- Administer the accreditation process for Members' Meeting, Festival of Speed, Revival the Qatar Goodwood Festival as well as all other horse racing fixtures, to include vetting of applicants and ensuring delivery of appropriate credentials is handled by relevant departments.
- Ensure all official media documentation, such as indemnity forms and sign-on sheets, are in order and that photography tabards, camera stickers and other items are ordered when appropriate and ready for events.

- Ensure online media site content is up-to-date and accessible to media.
- Maintain and grow media lists ensuring that all are accurate and kept up to date.
- Support the running of Press Day(s), Festival of Speed, Revival, Members Meeting and Racecourse Press Centres.
- Assist in the implementation and maintenance of PR event activity plans.
- Responsible for processing invoices assigned to PR cost codes and ensuring budget plans are maintained in a correct and up-to-date fashion.
- First point-of-contact for day-to-day media enquiries and image requests.
- Responsible for distribution of press releases and arrangements for hosting press.
- Responsible for the gathering of cuttings and clips and measurement of success to report to the wider business.

General

- To be fully conversant with all Goodwood products and services, in order to give potential and existing customers accurate information in a professional and timely manner.
- To act as an ambassador for the Goodwood brand at all times and to ensure Group values are upheld to both external and internal contacts, through appropriate behaviour and performance.
- To undertake any other duties as requested by the department management team, in accordance with the scope and responsibilities of the role.

Qualities you will possess

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| <ul style="list-style-type: none"> • Passion for what you do • Positive and friendly with a “can do attitude” • Attention to detail • Ability to prioritise and organise • Proactive • Take responsibility for yourself | <ul style="list-style-type: none"> • Confident to make decisions and to stand by them • Good negotiation and influencing skills • Excellent communicator • A sense of fun! |
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What do you need to be successful?

- 1-2 years PR experience is preferable
- Graduates will also be considered
- Previous experience in an office environment
- Passion for sport/motorsport is essential
- Creative thinker with a can-do attitude
- Excellent written and interpersonal skills with the ability to adapt communication styles depending on the audience
- Responds quickly to requests and achieves deadlines consistently
- Obsession for the media
- Excellent IT skills