



GOODWOOD

The Role

The **Racecourse Marketing Manager** role is part of Group Marketing and reports to the Head of Sports Marketing.

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

To drive revenue and attendance growth for all racing fixtures at Goodwood's racecourse, with a particular emphasis on raising the profile and sales for the flagship event, 'Glorious Goodwood' - the Qatar Goodwood Festival (QGF). This senior role leads a team of three dedicated staff and works extensively with cross-functional stakeholders to ensure the brand and customer experience is consistently high quality, as well as ensuring all marketing activity is fresh, effective and engaging with a heavy focus on ROI.

Key responsibilities: what does this role look like?

Commercial Delivery

- Delivering budgeted commercial revenue and attendance KPIs. Remaining abreast of all commercial targets, and status of progress against them whilst providing interpretation, analysis and reporting on potential achievement or not of commercial targets, as appropriate.

Management

- Managing a team of three (two direct reports), setting their individual KPIs and ensuring smooth delivery of successful campaigns.

Brand

- Protecting and championing the racecourse and QGF brands

Planning and reporting

- Together with the Head of Sports Marketing developing the Racecourse Marketing strategy, ensuring a focus on step ups that will deliver growth to the business and being able to communicate these succinctly to a variety of stakeholders

Insight and research

- In tandem with our third party agency, Two Circles, and in-house Trading Insights Manager overseeing the gathering, analysis (brand metrics, sales, customer data, market trends and competitor activities) and sharing of relevant insights that can feed activities and decisions across the business

Marketing Communications

- Together with the Senior Marketing Executive developing and executing 360° communication campaigns covering all areas of the marketing mix

Digital

- Working closely with the Digital Team and Racecourse marketing team to develop and deliver multiple channel digital activity (Email, PPC, SEO, retargeting, display, Affiliate, Social Media, etc) as a key part of campaigns

Design/Creative

- Managing the work of the Studio and any appointed media and creative agencies (digital, print, production, etc) to deliver annual marketing activity

Commercial partnership

- Be the main marketing point of contact for the Goodwood Partnership Management team, working closely with them to build strong, value adding relationships and delivering partnership rights within the brand guidelines

Hospitality

- Planning, and delivering marketing strategies to help the Hospitality team meet its revenue targets for QGF and the other racing fixture days

PR and content

- Working closely with the PR and content team and third party agencies to ensure PR activity supports the racecourse campaigns

Budgeting

- Planning and controlling the racecourse budget, ensuring that the Senior Marketing Exec manages day to day invoicing and reconciliation.

Other

- Deputising for the Head of Sports Marketing when required, for example attending meetings and overseeing departmental collateral sign-off.

On Event: Please note there is a requirement to work at all 19 racing fixtures, some of which fall on weekends and Bank Holidays, and during some of Goodwood's other key events.

Qualities you will possess

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| <ul style="list-style-type: none">• A strong passion and drive for the brand, and its success• Creativity and an ability to think outside the box to find the right solutions• Proactivity and energy which motivates stakeholders and gets the right people on side | <ul style="list-style-type: none">• A growth mindset seeking development for yourself, your team and the brand• Strong verbal and written communication skills and excellent grammar• A sense of fun and positive outlook• Resilience, gravitas and authority |
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What do you need to be successful?

- Minimum of 5 years' experience in a marketing role, with clear evidence of commercial success
- Ideally, marketing qualified and/or professional membership.
- Ability to juggle multiple priorities in a fast paced environment

- Excellent attention to detail
- Experience in working across relevant industry/industries.
- Demonstrable experience of digital marketing campaigns.
- High level commercial thinking and behaviours.
- Strong interpersonal skills and ability to manage multiple stakeholder requirements
- Confidence to make decisions and stand by them

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	3
Working Together	3