



GOODWOOD

The Role

The **Festival of Speed (FOS) Marketing Assistant** will work within the Motorsport Marketing team, reporting to the FOS 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

To be an active, energetic team player within the Motorsport Marketing function, supporting the Marketing Manager in all execution and analysis aspects of the strategic marketing plans. This will take place across the full marketing mix but with a particular digital focus.

The successful candidate will have exposure to a wide range of both internal and external stakeholders, confidently gathering necessary information to support the execution and analysis of marketing plans. They will passionately and confidently strive for excellence to ensure the successful delivery of campaigns for Goodwood's largest event, the Festival of Speed.

The role will be of particular interest to those with ambition, wanting to follow a career in marketing to gain breadth of experience through hands on, practical day-to-day tactical marketing execution.

Key responsibilities

- Support the Marketing Manager in the execution and analysis of all key marketing activities
- Support the Marketing Manager with the annual media and marketing plan, creating briefs, liaising with media outlets and creating advertising artwork

- Working alongside the digital team to activate and measure the email communications plan; including creation of dynamic content via DotMailer, and segmenting customer groups to target and maximise engagement and ROI
- Implement targeted social media campaigns across a range of platforms, tracking against KPIs
- Confidently use the Content Management System to ensure the website is kept up to date and always optimised with the customer experience in mind
- Gather necessary information from internal and external stakeholders, and collaborate with the content team and copy writer to support the execution of marketing communications
- Support the Partnerships team with the execution of relevant partner marketing activity related to FOS
- Assist the Marketing Manager with customer insights and research and utilising the data across campaigns and activities
- Work closely with the Event Operations team to produce relevant communications and materials that assist with the production and experience of FOS
- Capture and communicate actions from relevant Marketing activation meetings
- Administer marketing budget and invoices
- Briefing and liaising with the internal design team on artwork required for online and offline advertising, to deadlines
- Keeping campaign plan documents up to date
- Undertake ad hoc projects in association with the marketing plans, for example conducting competitor research, pricing analysis
- Support on-event marketing and event delivery across the Motorsport Event Portfolio (Festival of Speed, Goodwood Revival, Member’s Meeting and Breakfast Clubs)
- Undertake any other duties as required

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 projects and time • Proactive | <ul style="list-style-type: none"> • Take responsibility for yourself • 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?

- Ideally, marketing qualified and/or professional membership
- Excellent understanding of various social channels, including Facebook, Twitter, Instagram, and Pinterest
- Experience of working in a marketing environment with both online and offline channels is preferable
- Confident communicator with high levels of proactivity
- Excellent grammar and the ability to write compelling copy
- Demonstrable passion for marketing and motorsport
- Experience of working in an office environment

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

BEHAVIOUR	LEVEL
Think Customer	2
Communication & Trust	2
Taking Personal Responsibility	1
Encouraging Excellence & Commercial Success	1
Working Together	1