



GOODWOOD

The Role

The **Social Media Editor** role is part of Group Marketing and reports to the Editor.

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 being the “**home of exceptional 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 Social Media Editor will be responsible for engaging with the Goodwood social community and for managing the social media platforms for the Goodwood Estate, both in creating core organic content as well as paid for social marketing. You will work under the Editor to create a content plan and strategy to tell all the amazing stories of Goodwood. This role will support the entire marketing team - an alliance of three business areas, which includes Motorsport, Sport and Entertaining & Hospitality. This is very much a hands-on role and requires a huge amount of enthusiasm and passion for social media and storytelling. The ideal candidate will be bursting with creative ideas with a keen eye for aesthetics as well as excellent attention to detail and an innate understanding of what works on the various social media platforms.

Key responsibilities: what does this role look like?

Social Media Management

- Responsible for two key social channels, including a brand-new individual channel designed to support Lord March (son of the Duke of Richmond)
- Manage the day-to-day running of two of Goodwood's social media accounts including (but not limited to) Facebook, Twitter, Instagram, and YouTube.
- Be responsible for the creation and execution of a 365-day content plan that's tailored to the relevant audiences. Including creating short video edits.
- Ensure that all content that's created and posted is on-brand and engaging
- Ensure that 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.

Community Management

- 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 Editor including developing content ideas that both hit brand 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 the Editor in other areas
- Undertaking of any other duties as required by the Editor
- On Event: There is a requirement to work during the Event season, which includes some weekends and Bank Holidays from March to September (inclusive).
- A clean driving licence and use of a car is essential for this role.**

Qualities you will possess

- Passion for what you do
- Understanding of aesthetics and how to curate high standard of content
- A proactive approach, 'can-do' attitude and willingness to go the extra mile
- Excellent attention to detail
- Ability to prioritise and meet deadlines

- 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, and online video.
- Experience of social media strategy, KPIs and goals to increase a digital audience and engagement
- Creative – full of ideas
- An understanding of the influencer markets
- Some experience of video creation and editing would be beneficial

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