



# GOODWOOD

## The Role

The **Marketing Assistant** within the Entertaining & Hospitality Marketing team, reporting to the Manager of Entertaining & Hospitality 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 be an active part of the Entertaining & Hospitality Marketing team, producing and maintaining integrated content marketing campaigns both online and offline. This includes creating, executing, analysis and reporting of marketing activity, as well as driving Goodwood's digital marketing channels, with focus on delivering the social media strategy across the full range of venues here at Goodwood, to include The Goodwood Hotel, The Kennels, The Waterbeach, the Health Club, Farm and estate restaurants.

## Key responsibilities

- Assist with marketing production across email, website and social marketing
- Assist in the creating and delivering of print collateral
- Content creation for owned channels ensuring that it is engaging and relevant
- Creation and development of dynamic, tactical e-communications maximise reach and return
- Support social marketing campaigns through all channels
- Develop online experience to support customer journey

- Print advertising implementation
- Support with events as required
- Display advertising effective implementation and monitoring
- Act as an ambassador for the Goodwood brand at all times
- Undertake any other duties as requested

<b>Qualities you will possess</b>
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| <ul style="list-style-type: none"> <li>• Passion for what you do</li> <li>• Positive and friendly with a “can do attitude”</li> <li>• Attention to detail</li> <li>• Ability to prioritise and organise</li> <li>• Proactive</li> </ul> | <ul style="list-style-type: none"> <li>• Take responsibility for yourself</li> <li>• Confident to make decisions and to stand by them</li> <li>• Good negotiation and influencing skills</li> <li>• Excellent communicator</li> <li>• A sense of fun!</li> </ul> |
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<b>What do you need to be successful?</b>
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- Educated to A level standard as a minimum
- Excellent understanding of various social channels, including Facebook, Twitter, Instagram, LinkedIn and Pinterest
- Experience of working in a marketing environment
- Marketing/PR/Social Media or Digital Marketing qualification or undergraduate study
- Experience of Copy writing or understanding of how to undertake copy writing

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