

**GOODWOOD**

**The Role**

The **Sport PR Executive** will be part of the PR team and report to the Group Head of Media.

**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 Daring Do Obsession for Perfection Sheer Love of Life**

|  |  |  |  |
| --- | --- | --- | --- |
| We employ meticulous attention to detail to create experiences, as they should be. We are honest and open. | We don't mind breaking the rules to create the best possible experiences. We will take tough decisions | It’s a team thing – everybody mucks in to make things happen. We're madly passionate about what we do | We want to make everyone feel special by loving what we do. |

**Purpose of the role**

Reporting to the Group Head of Media, you will be responsible for developing and implementing the PR activity around all 19 annual horse racing fixtures, which culminates in the iconic Qatar Goodwood Festival, affectionately known as ‘Glorious Goodwood’.

With significant knowledge of the horse racing industry, you will manage horse racing media relations across all channels, with a strong emphasis on delivering standout national and local media communications strategies.

In addition, you will work closely with other stakeholders, including the Goodwood Partnerships Team, to support and deliver proactive PR campaigns for Goodwood’s roster of horse racing partners across all headline fixtures.

Alongside horse racing, you will also be responsible for PR activity across the wider Goodwood Sport division, which includes golf, cricket and aviation. This will include the profiling of our two 18-hiole Championship golf courses, the thriving Goodwood Aerodrome and a cricket club home to some of the earliest written rules of the game.

**Key Responsibilities**

Strategy & Planning:

* Develop the annual strategic PR plans for all Sport divisions (horse racing, golf, cricket & aviation) in support of commercial objectives
* Work closely with all other stakeholders to align PR planning with overall marketing strategies
* Responsibility for the implementation of PR activity that delivers value to our horse racing partners at headline fixtures
* Proactively manage editorial calendars
* Plan and manage the Sport PR budget

Media & Press Relations:

* Overall responsibility for day to day communications with journalists and external PR agencies as well as the building of new relationships with all media, both online and offline
* Initiate creative ideas for new news stories and content across all horse racing fixtures, managing the drafting of stories and their distribution to the media
* Manage all horse racing press enquiries on a daily basis, both from national and local media
* Oversee the press accreditation process for horse racing, ensuring efficiency is maximised
* Proactively profile all other Sport divisions across relevant media, to include the creation of all press materials for key events and announcements within the golf, cricket and aviation businesses
* Work closely with the digital marketing team to create e-newsletters and website communications
* Grow the horse racing, golf and aviation press contacts and relationships through regular face to face meetings
* Maintain effective working relationships with key industry bodies and rights holders

Monitoring, Analysis & Trends:

* Analyse and measure results of Sport PR activity at all levels, including events, media partnerships, sponsor activity and proactive news stories
* Own the regular reporting on Sport ROI, specifically monthly reporting to the wider business
* Identify new trends in both the sporting and media industries for the benefit of the business

Issues Management:

* Draft press communications in relation to crisis and issues management surrounding horse racing and aviation related events
* Support the Group Head of PR with the implementation of the Goodwood Crisis Management Plan where necessary in relation to horse racing events

General:

* Produce specialist horse racing copy to support all forms of marketing communications, including key Goodwood publications
* Contribute public relations expertise for the benefit of Goodwood’s overall strategic planning
* Raise public awareness and positively influence public opinion around key Goodwood issues, such as noise abatement, traffic management and planning

**Qualities you will possess**

* Passion for Sport, especially horse racing
* Positive, friendly with a “can do attitude”
* Attention to detail
* Ability to prioritise and organise
* Proactive
* Take responsibility for yourself
* Confident to make decisions
* Good negotiation and influencing skills
* Excellent communicator
* A sense of fun!

**What do you need to be successful?**

* The ability to sell in the right story to the right journalist and able to pitch effectively both face-to-face and by telephone
* Creative thinker with the ability to bring content alive
* Excellent written and interpersonal skills with the ability to adapt communication styles depending on the audience
* Demonstrate a proven commercial success for revenue increase through PR activities
* Able to develop effective media partnerships to optimise coverage
* Responds quickly to requests and achieves deadlines consistently
* Excellent IT skills
* Experienced in horse racing and/or strong working knowledge of the horse racing industry highly desirable
* PR qualification or relevant degree
* Good understanding of budget management