



GOODWOOD

The Role

The Press Officer – Automotive & Motorsport will be part of the **Motorsport Marketing** team and report to the **Senior Marketing Manager**.

About us

Goodwood is a quintessentially English estate, set in 12,000 acres of rolling West Sussex countryside. Rooted in our heritage, we deliver extraordinary and engaging experiences in modern and authentic ways. But what really sets us apart is our people. It is their passion, enthusiasm and belief in the many things we do that makes Goodwood the unique place it is.

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 Goodwood to be **‘the home of exceptional experiences’**.

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

Responsible for assisting the promotion of the motorsport events all year round through national, international and specialist press to support the delivery of all revenue targets in a creative way.

You will be the primary contact for media enquiries, managing media relationships and administering the invitation and accreditation process for the headline motorsport events at Goodwood – Members’ Meeting, Festival of Speed and Revival.

Support with on-event duties, focusing on front-of-house duties in event media centre(s) as well as producing PR reports, measuring success to show the wider business, managing the accreditation system, maintaining up-to-date press lists and distribution of press releases. You will also explore collaborative PR opportunities with selected Goodwood partners.

Key responsibilities

- Responsible for distribution of press releases, arrange interviews, host press and be the first point-of-contact for day-to-day media enquiries and image requests;
- Maintain and grow media lists ensuring that all are accurate and kept up to date;

- Administer the invitation and accreditation process for Members' Meeting, Festival of Speed and Revival to include vetting of applicants and ensuring delivery of appropriate credentials is handled by relevant departments;
- Assist in the implementation and maintenance of PR event activity plans;
- Manage the running of Press Day(s), Festival of Speed, Revival and Members' Meeting Press Centres;
- Ensure all official media documentation, such as indemnity forms and sign-on sheets, are in order and that photography tabards, camera stickers and other items are ordered when appropriate and ready for events;
- To be fully conversant with all Goodwood products and services, in order to give potential and existing media accurate information in a professional and timely manner;
- Ensure online media site content is up-to-date and accessible to media;
- Responsible for processing invoices assigned to PR cost codes and ensuring budget plans are maintained in a correct and up-to-date fashion;
- Responsible for the gathering of cuttings and clips and measurement of success to report to the wider business.
- To act as an ambassador for the Goodwood brand at all times and to ensure Group values are upheld to both external and internal contacts, through appropriate behaviour and performance;
- To undertake any other duties as requested by the Marketing & PR Manager, in accordance with the scope and responsibilities of the role.

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 • Proactive • Take responsibility for yourself | <ul style="list-style-type: none"> • Confident to make decisions and to stand by them • Good negotiation and influencing skills • Excellent communication and stakeholder management skills • Responds quickly to requests and achieves deadlines consistently • A sense of fun! |
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What do you need to be successful?

- Previous experience of working in PR is essential with established media connections;
- A background in the automotive, motoring or motorsport industry is preferable;
- Proven track record for securing quality coverage;
- Excellent written and interpersonal skills with the ability to adapt communication styles depending on the audience;
- Obsession for the media.