



# GOODWOOD

## The Role

The **Racecourse Marketing Assistant** role is part of Group Marketing, Sports division and reports to the 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 support the racecourse team in driving revenue and attendance growth for all racing fixtures at Goodwood Racecourse, with a particular emphasis on the flagship event, the Qatar Goodwood Festival.

## Key responsibilities: what does this role look like?

### Key responsibilities

The Marketing Assistant role is responsible for:

- Writing and creating email campaigns to targeted customer groups using the Dotmailer platform, and reporting the success of each campaign.
- Taking responsibility for updating the Goodwood Racecourse areas of the Goodwood website, ensuring that all pages are up to date, correctly merchandised and engaging in order to drive and optimise sales conversion.
- Proactively contributing to the racecourse marketing campaign planning and activities.

- Supporting the distribution of all Goodwood print collateral, with a particular emphasis on the local community and the ‘days out’ market.
- Ensuring Goodwood Racecourse fixtures are included in all appropriate third-party event listing sites.
- Alongside the in-house photo editor ensuring the racecourse photo archive is kept up to date, and all images are key word tagged.
- Alongside the Senior Marketing Executive, assist in the production of the race cards and on-event print requirements.
- Under guidance of Marketing Manager and Digital Marketing Executive, ensuring the activation of sponsors’ requirements are fulfilled through all marketing channels.
- Managing ad-hoc research projects and customer surveys.
- Under the supervision of the Marketing Manager delivering select hospitality marketing activities.
- From time to time, support the work of other marketing executives in the Sports business units.
- Undertaking any other duties to support all team members.

On Event: There is a requirement to work at all 19 days of racing during the season, as well as occasionally supporting other key events within the Sports portfolio. This includes some weekends and Bank Holidays.

#### Qualities you will possess

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| <ul style="list-style-type: none"> <li>• Proactive and energetic action orientated individual.</li> <li>• Articulate.</li> <li>• Strong written communication skills with ability to write compelling copy.</li> <li>• Personable, with ability to engage with a broad group of internal and external stakeholders.</li> <li>• Creative thinker.</li> <li>• Solution focussed.</li> <li>• Presentable and professional – living the brand.</li> </ul> | <ul style="list-style-type: none"> <li>• Ability to see things through eyes of the customer.</li> <li>• Ability to juggle multiple priorities in a fast-paced environment.</li> <li>• Excellent attention to detail, with good numeracy and analytical skills.</li> <li>• Ability to prioritise and organise.</li> <li>• Ability to take responsibility for yourself.</li> </ul> |
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#### What do you need to be successful?

- Educated to degree level, in a relevant discipline.
- Previous experience within a marketing environment is preferable.
- A passion for customer experience.
- Word, Excel and PowerPoint proficient.
- Quick learner on web-based platforms, ideally with previous experience using CRM systems.
- A can-do attitude and willingness to go the extra mile to make things happen.
- Ability to prioritise and meet deadlines.
- A team player with a sense of humour.

An interest in horseracing is not a prerequisite, but a willingness to learn and enthusiasm for the sport is preferred. 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	2
Encouraging Excellence & Commercial Success	2
Working Together	2

