

JOB DESCRIPTION

JOB TITLE:	Head of Marketing & Creative	DEPARTMENT:	Commercial
REPORTING TO:	Commercial Director	LOCATION:	Chelmsford City Racecourse

JOB SUMMARY

Chelmsford City Racecourse, the UK's newest racecourse, is looking for a new Head of Marketing & Creative to build the most innovative brand in British racing.

You will be responsible for the growth of the racecourse's upcoming website, app and email system as well as working with racecourse third party creative and video agencies to deliver industry leading content. You will also be expected to improve marketing efficiencies, forecasting and digital delivery through PPC, social media and SEO.

The role is also about expanding the marketing team by recruiting, training and managing it thereafter. You will also be expected to take a leading role in the racecourse culture, core brand message.

KEY ACCOUNTABILITIES

- Help to develop the racecourse brand and its positioning
- Plan and deliver a compelling strategy to increase attendance
- Work with the commercial team to deliver a strategy on increasing spend per head
- Present objectives, performance, and budgets to key stakeholders
- Grow racecourse audiences and attendances
- Write detailed briefs to third party design agencies ensuring all artwork and creative is produced to a professional standard and distributed appropriately
- Work with third party agency to produce industry leading video and content
- Optimise suite of marketing tools e.g. upcoming website and app
- Create and deliver effective email campaigns and newsletters
- Create and deliver effective PPC campaigns
- Be responsible for effectively managing and growing racecourse social media channels
- Report analytics and data
- Work with accounts team to report ROI
- Grow the marketing team by leading the recruitment of a Marketing Executive
- Work with the commercial team to create dynamic initiatives to increase customers spend per head
- Work with Public Relations Officer to ensure racecourse news is appropriately distributed
- Deliver competitor analysis where necessary
- Lead and work with the customer service team to develop the loyalty programme
- Ensure promotional items are produced to a premium standard
- Be responsible for the marketing around the site
- Support the growth of the racecourse's private and corporate events business
- Make the racecourse attractive for lucrative and prestigious partnerships and sponsors
- Work with events team from conception to delivery of an event

PERSON SPECIFICATION

QUALIFICATIONS

- Educated to a degree level or equivalent
- Previous experience within a full marketing position

- Previous experience within either premium hospitality, sports or luxury sector is preferable
- Previous experience in managing projects end-to-end

EXPERIENCE/SKILLS

- Ability to create marketing strategies and execute them
- Creative mindset with attention to detail
- Excellent literacy standards with copywriting experience
- Good analytical skills
- Excellent problem solver
- Excellent communication skills at all levels
- Highly organised and good time management
- Taking ownership and responsibility for projects
- Effective leader with good delegation skills
- Enthusiastic about customer experience
- Strong numerical skills
- The ability to work to rigid time constraints and under pressure
- Strong IT skills and systems experience
- Practical working knowledge and effective use of Microsoft and Adobe programmes

PERSONAL CHARACTERISTICS

- Strong leadership skills
- Ability to multitask
- Flexible/adaptable and calm under pressure
- Personable and friendly disposition

ESSENTIALS

- Full UK driving licence
- Able to work outside normal office hours, including some weekends and public holidays
- High level of spoken English

TRAINING AND DEVELOPMENT

Full training will be given to the post holder to help them fulfil their duties. Great Leighs Estates Limited is committed to promoting an environment of training, learning and continuous professional development for all employees. We recognise that this is essential to providing a high-quality service which meets the needs and expectations of our clients, stakeholders and staff alike.

HEALTH AND SAFETY

As an employee of Great Leighs Estates Limited, the post holder has a duty under the Health and Safety at Work Act 1974, to:-

- Take reasonable care of the health and safety of themselves and all other persons who may be affected by their acts or omissions at work.
- Co-operate with their employer to ensure compliance with Health and Safety legislation.

DATA PROTECTION

The post holder must at all times respect the confidentiality of information in line with the requirements of the Data Protection Act. This includes, if required to do so, obtain, process and/or use information held on a computer in a fair and lawful way, to hold data only for the specified registered purposes and to use or disclose data only to authorised persons or organisations as instructed.

This job description is subject to regular review and appropriate modification.

I confirm I have read and understand this Job Description.

Name of Post holder

Signature

Date