



CHELMSFORD CITY RACECOURSE

JOB DESCRIPTION

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

JOB SUMMARY

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

You will be Working closely with the Head of Marketing & Creative, you will work as a core member of the marketing team being responsible for day-to-day marketing operations helping to plan and execute marketing campaigns through content marketing, brand marketing, advertising, print marketing and on-site marketing as well as attending events.

You will also work alongside the Digital Marketing Executive, Graphic Designer and a variety of agencies where you will deal with account managers promoting brand awareness and delivering performance marketing.

KEY ACCOUNTABILITIES

- Managing day-to-day marketing operations
- Work with the Head of Marketing & Creative to prepare marketing plans
- Growing racecourse audiences and attendances
- Help to develop the racecourse brand and it's positioning
- Manage the racecourse's print marketing including magazines, newspapers, flyers and mail outs etc.
- Work with Digital Marketing Executive to create and deliver effective email campaigns and newsletters
- Work with marketing team and third party agency to produce industry leading video and content and distribute it across channels
- Work with marketing team in developing and delivering campaigns
- Ensure all marketing activity is delivered accurately, on time and to budget, controlling all associated costs
- Ensure racecourse news is appropriately distributed as well as writing blog posts
- Manage press relations with editorials and advertising by developing relationships with editors and publishing partners
- Completing ad hoc marketing needs acting as the point of contact for racecourse marketing
- Ensuring all on site marketing is up to date
- Writing copy for promotional items including brochures, leaflets and event planners etc.
- Write briefs for graphic designer and third party design agencies ensuring all artwork and creative

is produced to a professional standard and distributed appropriately

- Assist in the management of marketing budgets
- Work with events team to assist in conception to delivery of an event
- Help to develop in-app loyalty programme
- Oversee racedays tasks such as production of race card and raceday crib sheet for presenters to highlight sales and marketing initiatives
- Work with marketing team to develop merchandising opportunities
- Support the growth of the racecourse's private and corporate events business
- Support the growth of racecourse memberships
- Manage asset libraries
- Assist with creation of sales and marketing packs
- Management of POS opportunities
- Collaborate and delegate tasks to the marketing team where appropriate
- Work with local tourism boards to promote the racecourse regionally
- Seek additional marketing opportunities by attending events and conferences
- Creating new marketing and promotions for onsite concessions
- Deliver competitor analysis where necessary
- Look to create activation days and promote the racecourse off-site
- Report performance and budgets to stakeholders
- Work with the commercial team to create dynamic initiatives to increase customer spend per head
- Produce submissions for awards
- Help the racecourse attract premium partnerships and sponsors

PERSON SPECIFICATION

QUALIFICATIONS / EXPERIENCE

- Educated to degree level or equivalent
- Experience within a full marketing position
- Experience within either premium hospitality, sports or luxury sector preferable

SKILLS

- Creative mindset with attention to detail
- Excellent literacy standards with copywriting experience
- Good analytical skills
- Effective problem solver
- Excellent communication skills at all levels
- Highly organised and good time management
- Taking ownership and responsibility for projects

- Good delegation skills
- Enthusiastic about customer experience
- The ability to work to rigid time constraints and under pressure
- Strong IT skills and systems experience
- Practical working knowledge of Microsoft and Adobe programme

PERSONAL CHARACTERISTICS

- 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, abiding at all times with any policy or procedure in relation to data protection issued by Great Leighs Estates Limited and with the provisions of all relevant data protection legislation. 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