

JOB DESCRIPTION

JOB TITLE:	Digital 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 Digital Marketing Executive to help build the most innovative brand in British racing.

Working as a core member of the marketing team, you will be responsible for the racecourse's digital marketing efforts helping to grow annual attendances through effective brand awareness and performance marketing.

You will manage the racecourse's website, social media, email campaigns and SEO as well as managing online ads through social PPC, Google Ads and CRM tools. You will also work with third party creative agencies to produce dynamic video and content to be shared across channels. You will also be expected to improve marketing efficiencies by managing analytics, data and reporting.

KEY ACCOUNTABILITIES

- Management of website using WordPress
- Responsible for social media channels
- Creating and delivering effective email campaigns and newsletters
- Creating and delivering effective PPC campaigns
- Work with third party agency to improve SEO
- Work with marketing team and third party agency to produce industry leading video and content and distribute it across channels
- Ensure racecourse events are listed on partner sites
- Help to develop and manage the racecourse app
- Use CRM functions to target new and existing customers
- Measure digital marketing results with Google Analytics
- Report ROI on digital marketing spend
- Write detailed briefs to third party design agencies ensuring all artwork and creative is produced to a professional standard and distributed appropriately
- Lead and work with customer service team to build loyalty programme
- Help the racecourse attract premium partnerships and sponsors

PERSON SPECIFICATION

QUALIFICATIONS

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

EXPERIENCE/SKILLS

- Strong IT skills and systems experience
- Creative mindset with attention to detail
- Excellent literacy standards
- Good analytical skills
- Highly organised and good time management
- Practical working knowledge of Microsoft and Adobe programmes
- Excellent communication skills at all levels
- The ability to work to rigid time constraints and under pressure

PERSONAL CHARACTERISTICS

- Ability to multitask
- Flexible/adaptable and calm under pressure
- Personal 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

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Signature

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Date

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