

# Marketing & Communications Manager

## Job Summary:

The role of the Marketing and Communication Manager is to work with colleagues to lead and drive the commercial success of the racecourse business through optimizing plans and execution. They develop innovative and targeted campaigns to increase attendance and revenue. They work with design colleagues to deliver timely, appropriate, up to date marketing campaigns and activity to drive increased sales. They work with CRM colleagues to develop and establish a social media strategy and develop content to grow, enrich and engage. They monitor, track and analyse data relating to customer interaction and engagement.

## Main Duties:

- Represent the business regionally and nationally in an appropriate and professional manner
- Work with colleagues to develop the commercial plan and drive ticketing, hospitality and sponsorship revenue to achieve KPIs and Targets
- Allocate resources to meet business needs, lead and manage the sales team ensuring client portfolio is effectively managed
- Manage communications effectively both internal and external to the organisation

## Competencies (Behavioural):

- People orientated with a good team work ethic able to build trust and engender respect
- Positive, friendly and customer focussed with excellent communication skills
- Motivated, organised, hardworking and able to work on own initiative and in a multi-stakeholder environment
- Integrity, honesty, a strong work ethic and effective time management.



**Scan Me**  
to sign up to  
our newsletter



**Scan Me**  
to sign up to  
our newsletter

## **Core Skills:**

- Marketing optimisation
- Understanding of social media platforms and metrics
- Outstanding customer service
- Creative
- Effective task management and attention to detail
- Confident, respectful and positive
- Able to build effective relationships
- Excellent communication
- Foster and maintain an inclusive work-based culture, upholding organisational Values and Code of Conduct
- Basic knowledge of the structure of the British Horseracing Industry and Stakeholders
- Social Impact
- Horse and human welfare principles
- Safe and efficient work practices
- Technically competent user of technology including advanced MS Office and photo editing
- Sound and up to date awareness of priorities, aims, values, standards and operations
- Health & Safety Legislation, policy and practice
- Environmental Sustainability best practice

## **Education:**

- Higher or Degree Level or equivalent Vocational Qualifications

## **Experience:**

- Delivering marketing and communication strategies
- Managing complex multi-stakeholder engagement

## **Availability:**

- Full-time or Part-time roles
- Employed Status

## **Working Conditions:**

- Working time can include preparation, travel and attendance at race meetings on weekdays, evenings, weekends and bank holidays
- Collaborative environment with mentoring and support from experienced colleagues through training
- Significant opportunities for continued professional development and growth

## **Pay and Benefits:**

- Salary based on experience and level of responsibility
- Employed: Pension scheme, Holiday Pay, Life and Sickness Cover