



<b>Position:</b>	Marketing Executive
<b>Reporting to:</b>	Regional Marketing Manager
<b>Responsible for:</b>	In conjunction with the wider marketing team, this role is to support, devise and deliver marketing strategies that maximise sales across all raceday and non-raceday income lines.
<b>Contract type:</b>	Permanent
<b>Hours of work:</b>	40 hours per week, 5 days out of 7.

### **Why work for ARC?**

This is an exciting role where no two days are the same. We are currently seeking a Marketing Executive to join the Southern marketing team, predominately working across 5 racecourses in the South of England – Royal Windsor, Lingfield Park, Fontwell Park, Brighton and Great Yarmouth - as well as working alongside the wider marketing team on group campaigns across 16 racecourses, five greyhound stadiums, three hotels and three golf courses.

ARC is the largest racecourse operator in the UK hosting more than 570 fixtures and entertaining millions of visitors at our venues across the UK each year. The group is made up of the following sixteen racecourses: Bath, Brighton, Chepstow, Doncaster, Ffos Las, Fontwell Park, Great Yarmouth, Hereford, Lingfield Park, Newcastle, Royal Windsor, Sedgefield, Southwell, Uttoxeter, Wolverhampton and Worcester, as well as five greyhound stadiums: Central Park, Newcastle, Nottingham, Perry Barr and Sunderland.

This role is ideal for someone who is looking to build on their current marketing experience and who is keen to get involved in a variety of projects and group campaigns, utilising the full marketing mix.

This is a rewarding role where you'll see your hard work pay off as you make a real impact in a fast paced, friendly environment with a business that puts first class customer service and the love of our sport at the heart of everything we do.

This role will be based at either Royal Windsor Racecourse or Fontwell Park Racecourse with travel to Southern racecourses required.

### **Key responsibilities for the role will include**

- Support the Regional Marketing Manager South and the wider marketing team to execute the company marketing strategy that maximise sales across all raceday and non-raceday income lines
- Create engaging content via written content, videos and photos to use across various platforms including websites, social media and emails
- Own campaigns as directed from conception to delivery and review



- Generate and capture content for social media channels by attending key horse racing fixtures and events (weekend and weekday evenings required. Approx. 20 events each year. TOIL accrued)
- Assist where required with the CRM strategy; writing and providing assets for email campaigns and looking for opportunities to build our opted in database
- Liaise with internal designers to brief in marketing campaigns and collateral from conception through to final delivery. Ensuring timeframes are maintained and delivered, materials are accurate and are effectively distributed in line with the campaign strategy.
- Monitor and respond to customer feedback and look to actively improve brand perception online
- To assist in creative briefs media agencies, and supplying required creatives for online and offline campaigns
- Ensure website content is accurate, engaging and optimised alongside the guidance provided by the SEO Manager
- Liaise with a wide range of stake holders from across the business to implement our marketing campaigns to the highest possible standard
- Work closely with external agencies when required
- Provide general administrative support to the Head of Marketing, Group marketing managers and design team when required.

#### **About You - Skills & Experience Required:**

- Minimum 2 years' experience within a similar marketing role
- Knowledge and understanding of the leisure sector and ticket or hospitality-based business is desirable
- Strong organisational and interpersonal skills, with the ability to work under pressure
- Experience delivering a range of on and offline marketing collateral effective within marketing campaigns
- Creative and enthusiastic with a positive attitude
- Results orientated
- High attention to detail
- Excellent communication skills
- Proactive self-starter
- Works well as part of a team
- Clear, concise writing style and excellent grammar
- Experience with social media channels (Facebook, Instagram, LinkedIn, and Twitter), CRM platforms and CMS

#### **Other**

To comply with all Health and Safety procedures associated with the department at all times. This relates to:

- Standards and procedures of correct working practices
- The completion of risk assessments
- COSHH regulations
- Use of Personal Protective Equipment



To control wastage and operate according to the Companies environment policy with regard to:

- product control and waste minimisation
- proper care and maintenance of equipment to prolong its life
- using towels in appropriate quantity to minimise unnecessary laundering
- proper separation and disposal of cardboard, paper and glass in recycling bins
- minimising energy wastage by switching off unused lights, heating, PCs and equipment

To be an ambassador for ARC and for our site, taking personal responsibility for finding out about our product and services, and at all times striving to represent the Company in the most professional, courteous and efficient manner possible.

The above is not an exhaustive list of duties, and you will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.

Signed by Employee..... Date.....

Signed by Line Manager..... Date.....