



Position:	Marketing Executive
Reporting to:	Marketing and Communications Manager
Responsible for:	Campaigns, Content and Coordination
Contract type:	Permanent – Part Time
Hours of work:	30 hours per week

About the role

As a Marketing Executive within the Greyhound division, you'll support the Greyhound Marketing Manager in delivering engaging, creative campaigns that drive attendance and revenue across all raceday and non-raceday activity across the division.

Key responsibilities for the role will include

- Assist with the planning, coordination, and delivery of marketing campaigns across multiple Greyhound sites
- Support the creation and scheduling of social media content across platforms including Facebook, Instagram, X and TikTok, using relevant scheduling software to ensure consistent and timely posting
- Work with internal teams and external suppliers to ensure marketing assets are delivered on time, within budget, and to a high standard
- Ensure deadlines are met, materials are accurate, and all collateral is consistent, up to date, and distributed in line with campaign strategy
- Conduct competitor research and compile insights on products, pricing strategies, and market trends to brief the Marketing Manager
- Identify and develop partnerships with other venues and sporting establishments for mutually beneficial marketing opportunities
- Produce a weekly report detailing marketing activity, campaign performance, and creative traffic levels for the Marketing Manager
- Help coordinate on-site activity, such as data capture initiatives and event-day promotions
- Support post-campaign analysis and reporting to measure effectiveness and return on investment
- Liaise with the CRM and Digital teams to ensure campaigns are integrated and customer communications are effectively targeted
- Maintain brand consistency across all marketing channels and customer touchpoints

Person specification:

Essential:

- Educated to degree level or equivalent experience in marketing, communications, or a related field
- Confident supporting the delivery of multi-channel campaigns



- Strong organisational skills and attention to detail
- Proactive and able to manage multiple tasks at once
- Excellent written and verbal communication skills
- Comfortable using digital marketing tools, social media platforms, and Microsoft Office
- Able to work both independently and as part of a wider team
- Willing to work occasional evenings or weekends during events

Desirable:

Experience in the leisure, events, or hospitality industry
Basic understanding of design tools or briefing creative teams
Budget tracking or campaign reporting experience

Personal Qualities:

Outgoing, personable, and confident when interacting with customers
Comfortable starting conversations and engaging with the public
Creative, enthusiastic, and eager to learn and contribute
A positive team player who takes pride in delivering high-quality work

Key Performance Indicators:

1. Achievement of annual plan in predetermined unit of the business.
2. Increase generated enquiries in line with business targets.
3. COCA (Cost of customer acquisition) of specific campaigns / areas
4. Increase in specific digital metrics in line with business targets.

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.