



Position:	Regional Marketing Manager
Reporting to:	Group Marketing Manager
Responsible for:	Marketing executives
Contract type:	Permanent
Hours of work:	40 Hours over 5 out of 7 days

About the role

To successfully manage and co-ordinate all business marketing activities for the region to ensure that sales turnover targets are met or exceeded within the annual marketing budget through targeting both the corporate and consumer markets, to effectively deliver an integrated and successful marketing strategy.

Key responsibilities for the role will include

- Execute the central and local marketing strategy, specifically for the region, that maximise sales across all raceday and non-raceday income lines
- Review and book media campaigns and proactively seek out new opportunities to raise the profile of the racecourses and fixtures locally
- Create engaging content via written content, videos and photos to use across various platforms including websites, social media and emails
- Take ownership for optimising the region's websites in accordance with the SEO Manager's direction, ensuring KPIs are achieved
- 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.
- Ongoing content management of racecourse-specific social channels to drive engagement and conversion. Work closely with group social media manager to refine social strategy and optimize social channel engagement.
- Monitor and respond to customer feedback and look to actively improve brand perception online
- Support in-campaign and post-campaign analysis, preparing reports and supporting the implementation of optimisation initiatives to improve live activity.
- Develop strong internal relationships and proactively communicate the regional and central marketing plans and strategy.

Personality:

You are to demonstrate;

- Excellent communication skills
- Ability to work well under pressure
- Excellent organisational skills
- A systematic approach to problems
- A creative mindset



- A self-starter who can work on their own initiative
- A process driven attitude to tasks
- Loyalty
- Commitment
- Positive attitude

Qualifications/Experience:

- Educated to degree level or equivalent level of experience, marketing qualification preferred.
- Minimum 4-years' experience within a similar marketing role.
- Line management experience required
- Budget management experience required
- Knowledge and understanding of the leisure sector or hospitality-based business is preferred, ideally in a B2C focused role
- Excellent time management/communication skills, with the ability to work under pressure.
- Excellent writing and technology skills, with a good understanding of modern marketing techniques and systems.
- Excellent communication skills and experience managing multiple stakeholders
- Experience delivering a range of on and offline marketing collateral effective within marketing campaigns.
- Experience with social media channels (Facebook, Instagram, TikTok, LinkedIn, and Twitter), CRM platforms and CMS
- Creative and enthusiastic with a positive attitude
- Results orientated

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.