



Position:	Conference and Events Senior Marketing Executive
Reporting to:	Group Head of Marketing
Responsible for:	In conjunction with the wider marketing team, this role is to support, devise and deliver marketing strategies that maximise sales across non-raceday income lines.
Contract type:	Permanent – Full Time
Hours of work:	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. Working on delivering Group Marketing Campaigns across 16 racecourses, as well as five greyhound stadiums, three hotels and three golf courses.

ARC is the largest racecourse operator in the UK hosting more than 570 fixtures each year, entertaining millions of visitors each year in our venues across the UK.. 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.

The Conference & Events Senior Marketing Executive will oversee and manage marketing activity for all non-racing income (i.e. conferences, exhibitions, hotels etc). They will assist the Group Head of Marketing and Head of Sales to devise and implement the group marketing strategy and work closely with racecourse leadership and the sales team to execute the annual marketing plan, designed to drive non-racing commercial lines at racecourse and stadia level.

Key responsibilities for the role will include

- Work alongside the event sales team and graphic designers/creative agency to produce, organize and distribute collateral to support the marketing and sales activity, ensuring it is on-brand, eye catching and relevant to the target market.
- Work with the CRM manager to establish segmentation and targeting for conference & events customers and grow the C&E database.
- Negotiate and manage relationships with 3rd party partners (such as venue listing websites) to ensure maximum exposure for our venues within the agreed budget, whilst ensuring listings are kept relevant and up to date.
- Consistently review customer feedback and present back to the business; reviewing trends and correlations to build and exceed customer expectations through data driven decisions.
- In conjunction with the wider marketing team, racecourse leadership and the events sales team, the role will take ownership of all marketing activity relating to non-racing income to proactively support the sales plan.



- Assist the Group Marketing Managers with Group-wide Campaigns as directed from conception to delivery and review, including informing the wider business on campaign plans and performance
- Coordinating Group-wide campaigns with the wider marketing team to ensure of an aligned approach and smooth delivery across the Group
- Liaise with internal designers to brief in Group 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.
- Create engaging content across a number of Group Campaigns via written content, videos and photos to use across various platforms including websites, social media and emails
- Liaise with a wide range of stake holders from across the business to implement our marketing campaigns to the highest possible standard
- Ad hoc marketing duties e.g. supporting wider marketing team with social media and website optimisation

About You - Skills & Experience Required:

- Minimum 3 years' experience within a similar marketing role
- Knowledge and understanding of the leisure sector and ticket or hospitality-based business is desirable.
- Experience communicating with senior stakeholders
- Excellent project management and leadership skills
- 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