



Lingfield Park Racecourse

Position:	Marketing Executive
Reporting to:	Regional Marketing Manager
Responsible for:	Implementation, management and review of marketing activity
Contract type:	Permanent
Hours of work:	40 hours, 5 days out of 7

About the role

Arena Racing Company are looking to recruit a Marketing Executive, to support, devise and deliver marketing strategies, tactics and campaigns that maximise sales across all raceday and non-raceday income lines.

Key responsibilities for the role will include

- Assist the Marketing Manager in devising delivering marketing strategies that maximise sales across all raceday and non-raceday income lines.
- To effectively manage the relationship with the Regional Marketing Team, providing timely and accurate briefs with solid insight and proposition work, maximising creative output and effectiveness.
- Own and manage campaigns as directed from conception to delivery and review.
- To ensure timeframes are maintained and delivered, materials are accurate and are effectively distributed in line with the campaign strategy.
- To produce a weekly report outlining marketing activity and traffic levels (creative) for the Marketing Manager
- To liaise with local and national suppliers in order to maximise budgets and deliver an effective Marketing Campaign including but not limited to printers, outdoor media agencies, radio stations, direct mail fulfilment houses, etc.
- Manage the individual marketing budgets within the agreed parameters.
- To manipulate the CRM system using Mosaic Profiling to effectively target customer groups with marketing campaigns and work with the Group CRM Manager to provide key insights leading to effective activity.
- Work closely with the Digital team, to maximise the digital opportunity and ensure digital activity is fully integrated and supported into campaign planning and execution.
- To ensure regional collateral is consistent, up to date and delivered to site where applicable.
- To instigate data capture at both racedays and non-racedays and ensure all data is entered onto the in-house CRM system.
- To analyse marketing campaigns to determine Return on Investment.
- To drive raceday admissions by generating and implementing promotional ideas and campaigns and developing commercial partnerships with large employers.
- To organise raceday entertainment across the region ensuring all activities and performances run smoothly and effectively.



- Manage all raceday specific material to ensure it is accurate and up to date and correct representation of sponsors material is distributed to site and implemented, during racedays and non racedays.
- Evaluate customer research, market conditions and competitor data and use insight to develop marketing strategies going forward for EVH and Racing.
- To manage correspondence with media and advertising outlets.
- To undertake research into competitors, compile information on products and pricing strategies and brief the Marketing Manager – South.
- To identify and develop new relationships with other venues and sporting establishments to secure mutually beneficial marketing initiatives.
- Create and drive PR strategy by establishing strong relationships with local and racing media.

Key Performance Indicators:

1. Achievement of annual plan in predetermined unit of the business.
2. XX% Enquiry increase generated by specific activity
3. COCA (Cost of customer acquisition) of specific campaigns / areas
4. CLV (Customer lifetime value) of £XX (or an annualised increase)
5. XX% increase in specific digital metrics – Unique web traffic / online conversion / SM tracking

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.



Person specification:

- Knowledge and understanding of the leisure sector and ticket or hospitality-based business is desirable.
- An understanding of the range of strategies and techniques available to capture and learn from market insights and research, and the principles of audience targeting, influencing and/or segmentation Experience.
- Track record of managing the delivery of integrated marketing plans, involving multiple internal and external stakeholders.
- Experience delivering a range of on and offline marketing collateral effective within marketing campaigns.
- Experience in managing agencies, SEO, web design CRM and other internal and external suppliers and teams.
- Experience of working across an organisation to guide and support the achievement of coherent external messaging and a strong brand identity.
- Experience of managing budgets would be preferable.
- Excellent strategic thinking skills.
- Plan, manage and deliver complex projects.
- Excellent communication and influencing skills.
- Excellent writing and technology skills, with a good understanding of modern marketing techniques and systems.