



### **Lingfield Park Racecourse**

<b>Position:</b>	Senior 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 – Full time
<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. Working on delivering Marketing Campaigns across 5 racecourses in the South of England; Brighton, Fontwell Park, Great Yarmouth, Lingfield Park and Royal Windsor.

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.

This role is ideal for someone who is looking to build on their current marketing experience and who is keen to get involved in lots of different projects, 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 Lingfield Park with regular travel 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
- Assist the Regional Marketing Manager with Racecourse and Group-wide Campaigns as directed from conception to delivery and review, including informing the wider business on campaign plans and performance
- 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 Racecourse channels via written content, videos and photos to use across various platforms including websites, social media and emails



- Assist the CRM team where required, including liaising with Group CRM Manager on Racecourse campaign email calendar and monthly newsletters
- To assist in creative briefs for 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
- Ad hoc marketing duties e.g. supporting wider marketing team with social media and website optimisation

**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.
- 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, TikTok, LinkedIn, and Twitter), CRM platforms and CMS