



**Position:** Marketing Director

### **About the role**

To provide strategic leadership, direction, and commercial marketing expertise across a national portfolio of 20 racecourse and greyhound venues in the UK. The Marketing Director will lead the group marketing function to drive attendance, revenue, customer engagement, and brand growth across all venues, products, and audiences.

The role is responsible for developing and delivering integrated, data-led marketing strategies that support core revenue streams including ticketing, hospitality, sponsorship, retail, and non-Raceday events

### **Key responsibilities for the role will include**

- Provide planning and leadership to the full group wide marketing strategy by ensuring that the appropriate team structures, systems, competencies and values are developed to meet and exceed the requirements of the Racecourses and ARC's support departments.
- Qualify all group marketing expenditure against key deliverables in respect of the racecourse / venue primary revenue lines
- Have a comprehensive understanding of “best-in-class” ticketing functionality and emerging trends within the sector. Provide strategic guidance to the business to allow us to remain agile and capitalise on these trends.
- Development and implementation of the overarching marketing strategies.
- Develop and deliver marketing and communications strategies for ARC and the individual Racecourse Brands.
- Oversee the implementation of National Campaign Marketing strategies – including a blend of traditional marketing, OOH, events, digital marketing, eMarketing and social media activities focused on the businesses top revenue generating fixtures.
- Oversee the group's in-house design/creative team focused on prioritisation of briefs linked to National Campaigns
- Support Racecourse Marketing Managers with their local marketing strategies
- Creating the annual budget for the full group marketing function. Quantify and evaluate all group marketing spend against measurable commercial outcomes including ROI, revenue contribution, and customer acquisition.
- Management of monthly forecasts and control of the full group marketing expenditure within the annual budget.

### **Leadership & Team Development**

- Lead, inspire, and develop a high-performing central marketing team.



- Create a culture of accountability, creativity, collaboration, and continuous improvement.
- Identify skills gaps and implement training and development plans across the marketing function.
- Attend Senior Management meetings.
- Manage internal stakeholder relationships, Racecourse personnel, Executive Directors, Sales, PR, Sponsorship, HR, Accounts, Racing.
- Work collaboratively with the Head of Group Sales and ARC's Sales teams; enabling them to meet their commercial objectives by providing them with appropriate tools, materials and software solutions.
- Manage external stakeholder relationships, including but not limited to Serendipity, Rewards 4 Racing, Two Circles, RCA, GBR and Priority SMS.

#### **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 Company's 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, 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.

#### **General**

This role operates across a national, multi-venue portfolio and will require occasional travel to racecourses and greyhound stadia. Flexibility will be required around major events and peak trading periods.



The above is not an exhaustive list of duties. The postholder will be expected to undertake additional responsibilities in line with the seniority and evolving needs of the business

Signed by Employee..... Date.....

Signed by Line Manager..... Date.....