



Position:	Marketing Executive
Reporting to:	Regional Marketing Manager
Responsible for:	In conjunction with the wider central marketing team, this role is to support, devise and deliver the marketing strategies that maximise sales across all raceday and non-raceday income lines, specifically within the West region (Bath, Chepstow, Ffos Las, Hereford & Worcester)
Contract type:	Permanent
Hours of work:	40 hours per week, 5 days out of 7.

Location – Chepstow or Bath racecourse

Why work for ARC?

This is an exciting role where no two days are the same. Working regionally across five racecourses (Bath, Chepstow, Ffos Las, Hereford and Worcester) as well as supporting group-wide campaigns when required, this role presents a fantastic opportunity to work in a face-paced, fun and entrepreneurial organisation that entertains millions of visitors each year.

ARC is the largest racecourse operator in the UK hosting more than 570 fixtures each year. 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 take the next step in their marketing career to build on their current 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 with the love of our sport at the heart of everything we do.

Key responsibilities for the role will include

- Support the Regional Marketing Manager and wider central marketing team to execute the west region's marketing strategy to maximise sales across all raceday and non-raceday income lines
- Support the Regional Marketing Manager to review media campaigns and proactively seek out new opportunities to raise the profile of the racecourses and fixtures locally
- Create engaging social media content primarily across Instagram, Facebook and TikTok, using a mixture of static and video content. Content will be generated and captured on course and by attending key horse racing fixtures and events (weekend and evenings required. Approx. 20 events each year. TOIL accrued)
- Ensure websites are up-to-date and optimised



- When required, take ownership of supporting wider group projects and marketing as directed from conception to delivery and review
- Assist where required with the CRM strategy; building the email calendar and looking for opportunities to build our opted in database
- 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.
- Support in-campaign and post-campaign analysis, supporting the implementation of optimisation initiatives to improve live activity.
- 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
- Provide general administrative support to wider marketing and design team when required
- Ad hoc marketing duties

About You - Skills & Experience Required:

- Either prior experience in a marketing role, ideally a generalist marketing role across the whole marketing mix, or higher education qualification in marketing is essential.
- Knowledge and understanding of the leisure sector and ticket or hospitality-based business is desirable.
- Strong organisational and interpersonal skills, with the ability to work under pressure
- Excellent communication skills and experience managing multiple stakeholders
- Experience delivering a range of on and offline marketing collateral effective within marketing campaigns.
- Clear, concise writing style and excellent grammar
- Experience with social media channels (Facebook, Instagram, TikTok, LinkedIn, and Twitter)
- Creative and enthusiastic with a positive attitude
- Results orientated
- High attention to detail
- Proactive self-starter
- Works well as part of a team
- Experience managing a budget advantageous