



Doncaster Racecourse

Position:	Senior 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.
Contract type:	Permanent
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 regionally across multiple racecourses within the North/Central region as well as supporting group-wide campaigns when required, this role presents a fantastic opportunity to work in a fast-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 company marketing strategy specifically for the Central region that 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 content via written content, videos and photos to use across various platforms including websites, social media and emails
- Take ownership for optimising the regions websites in accordance with the SEO Manager's direction, ensuring KPIs are achieved
- When required, take ownership of supporting wider group projects and marketing as directed from conception to delivery and review



- Generate and capture content for social media channels by attending key horse racing fixtures and events (Occasional evenings/weekends required, Approx 20 events each year. TOIL accrued)
- 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.
- Monitor and respond to customer feedback and look to actively improve brand perception online
- 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 the wider team and senior management as required.
- Ad hoc marketing duties

About You - Skills & Experience Required:

- Minimum 3 years' experience within a marketing role, working across the full marketing mix
- 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