



Position:	Marketing & Communications Manager
Reporting to:	Regional General Manager
Responsible for:	NA
Contract type:	Permanent – Full Time
Hours of work:	40 Hours – 5 over 7 Days will include some late nights, bank holidays and weekends

About the role

Arena Racing Company (“ARC”) is the largest racecourse operator in the UK. Holding over 570 horse racing fixtures and over 1,000 greyhound fixtures annually with 1.2 million people attending racing at one of ARC’s venues each year. As a group ARC operates 16 racecourses, 3 hotels, 3 golf courses and 5 Greyhound stadiums.

This role is aimed at providing marketing and communications support across three of the five greyhound sites – Central Park, Newcastle and Sunderland Greyhound Stadiums. We are looking for an enthusiastic and highly motivated person with a strong track record of delivery in driving admissions and ticket revenue. This is a fantastic opportunity to take ownership of marketing plans and spend to impact strongly on venue performance.

ARC’s Marketing department operates a “central/local” model to ensure full local level accountability whilst optimising the use of central experts in key functions (data / CRM / digital / content). Accountability for results (and therefore the plans) rests with the Marketing and Communications Manager, however the role will be required to work closely with the Marketing & Communications Manager covering Nottingham and Dunstall Park and central marketing colleagues to achieve optimum plans and execution.

Key responsibilities for the role will include:

- Drive attendance to race meetings through innovative, well planned and targeted campaigns/events to achieve/exceed budgeted attendance figures
- Measuring and evaluation of campaigns and their success.
- Establish C&E and venue hire opportunities and drive C&E revenue
- Liaise with design department to ensure branding and advertising is appealing and channel appropriate, including venue on screen adverts, race programme adverts and all external facing media both traditional and digital.
- Ensuring all websites, social media channels and display literature are kept up to date
- Develop relationships and partnerships for the venue within the local communities to build reputation, generate positive publicity and promote the stadiums as a valued part of the area.
- Management of stadia messaging and advertising including, but not limited to, website, social media and emails



- With the support of the central CRM team, develop a CRM strategy aimed at growing, enriching and engaging with the existing database
- Establish a social media strategy with a view to growing engagement rates, achieving follower growth and informing our audience.
- Customer interaction & support via face to face, phone and electronic methods
- Attendance at key race days/events to assist with delivery as well as capturing content for social media
- Creation and Maintenance of racing and non-racing image library
- Active engagement in customer package content for race days and C&E
- Responsible for arranging printing and ordering of marketing materials with approved suppliers
- Experience using Google Ads (including creating, managing and optimising campaigns) would be beneficial, with the ability to monitor performance and support digital marketing objectives.

Person Specification:

You are to demonstrate;

- Excellent communication skills
- Self-motivated, independent worker
- Excellent organisational skills
- A systematic approach to problems
- A process driven attitude to tasks
- Solid grasp of photo editing software
- Good understanding of all social media platforms and how to utilise them to enhance our business

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.