



GOODWOOD

The Role

The **E&H Marketing Executive** role is part of Group Marketing, within the Motorsport and E&H divisions and reports to the E&H Marketing Manager.

About us

At Goodwood, we celebrate our 300 year history as a quintessentially English Estate, in modern and authentic ways delivering extraordinary and engaging experiences. Our setting, 12,000 acres of West Sussex countryside and our story both play significant roles in Goodwood's success. What really sets us apart is our people. It is their passion, enthusiasm and belief in the many things we do that makes us the unique, luxury brand we are.

Passionate People

It takes a certain sort of person to flourish in such a fast-paced, multi-dimensional environment like Goodwood. We look for talented, self-motivated and enthusiastic individuals who will be able to share our passion for providing the “**world's leading luxury experience.**”

Our Values

The Real Thing

Always inspired by Goodwood's heritage

Derring-Do

Daring to surprise and delight

Obsession for Perfection

Striving to do things *even* better

Sheer Love of Life

Sharing our infectious enthusiasm

Purpose of the role

The Marketing Executive plays a key role in developing marketing communications across the Goodwood Hotel including the Health Club, to help us achieve our overarching revenue, retention and customer satisfaction targets. Working with the E&H Marketing Manager, Marketing team and General managers, this role is creative and fast-paced. It will suit someone who is hyper-organised, good at meeting deadlines and who enjoys working with a broad range of stakeholders across the business to create comprehensive marketing campaigns.

Key responsibilities

Marketing Strategy

- Support the Hotel and Health Club GM with producing acquisition and retention campaigns including above and below the line strategy and reporting

- Identify opportunities for member retention, new products and new services for the Goodwood Health Club
- Work closely with the Marketing Manager and Business Development Team to develop the Meetings & Events strategy
- Support the Leadership team with the Hotel Masterplan communication strategy
- Manage relationships with key stakeholders across the estate to ensure KPIs are met and reported

Collateral Production

- Work with in house design team and photographer to brief and produce high quality collateral, print advertising and digital content across the Estate
- Produce branded materials including Menus and Timetables with support from in house design and the Marketing Executive
- Support the Health Club Membership team with producing customer renewal collateral

Communications

- Create and deliver the Hotel email campaigns and the Health Club membership newsletters
- Work closely with the Membership and Content teams to ensure consistent and quality delivery of newsletters
- Developing creative, and effective retention marketing campaigns, in conjunction with the membership teams
- Negotiating and booking relevant print advertising, promotions and reader competitions within relevant, targeted media.
- Developing creative Direct Mail campaigns, working with the in-house Design Studio and external printers to bring these through from concept to fruition.
- With the support of the Digital team, maximise audience reach through various paid for digital techniques, for example SEO, PPC, Facebook advertising and re-targeting.
- Alongside the in-house photo librarian, managing the photographic requirements so that we have a suite of stunning imagery for use on all marketing collateral, both online and offline.
- Working with the PR team to deliver a calendar of engaging stories and content for targeted media

Customer Satisfaction

- Monitoring customer satisfaction via the relevant sources including forums, Trip Advisor, social media and reviewing customer journeys so that every touchpoint with our customer is true to its brand values.

Research/analysis

- Monitoring daily sales/retention reports, highlighting trends and any potential challenges to the achievement of KPIs.
- Measuring and reporting on all marketing activity so clear ROI can be identified
- Managing ad-hoc research projects and customer surveys.
- Analysing data and sales reports, when required to support specific projects and initiatives.
- Maintaining a close eye on competitors and keeping the team up to date with pricing and developments.

Other

- From time to time, as required, supporting the work of other marketing executives in the Motorsport + E&H business units.
- Undertaking any other duties as required by the E&H Marketing Manager
- Opportunity to work at 3 major Motorsport events.

Qualities you will possess

- Creative thinker
- Solution focussed
- Proactive and energetic, action-orientated individual.
- Articulate
- Strong written communication skills with ability to write compelling copy
- Personable, with ability to engage with a broad group of internal and external stakeholder
- Presentable and professional – living the brand
- Ability to see things through eyes of the customer
- Ability to juggle multiple priorities in a fast-paced environment
- Excellent attention to detail
- Ability to prioritise and organise
- Ability to take responsibility for yourself

What do you need to be successful?

- Educated to degree level. Specific marketing qualification, either at degree or post-grad level an advantage.
- At least 2 years' experience in another marketing role with copywriting experience preferred.
- A passion for customer experience.
- Quick learner on web-based platforms.
- A can-do attitude and willingness to go the extra mile to make things happen.
- Ability to prioritise and meet deadlines.
- A team player with a sense of humour.

Each role is assigned a level against our expected behaviour. Your role levels are set out below.

BEHAVIOUR	LEVEL
Think Customer	3
Communication & Trust	3
Taking Personal Responsibility	3
Encouraging Excellence & Commercial Success	2
Working Together	3