

**GOODWOOD**

**The Role**

The Entertaining and Hospitality Marketing Managerwill be part of the Marketing Department and report to the Head of Marketing – Entertaining and Hospitality job role.

**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 Daring Do Obsession for Perfection Sheer Love of Life**

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| We employ meticulous attention to detail to create experiences, as they should be. We are honest and open. | We don't mind breaking the rules to create the best possible experiences. We will take tough decisions | It’s a team thing – everybody mucks in to make things happen. We're madly passionate about what we do | We want to make everyone feel special by loving what we do. |

**Purpose of the role**

To oversee and implement an integrated marketing and communications strategy for the Goodwood Estate venues (including Hound Lodge, Goodwood House, Meetings and Events and Wedding) and co-ordinate marketing campaigns with sales activities. The role will ensure all marketing activity is fresh, effective and engaging, while remaining consistent and aligned to the Goodwood brand, with significant focus on the Customer Experience.

**Key responsibilities**

* Marketing Communications: Develop and execute 360˚ communication campaigns covering all areas of the marketing mix
* Commercial Delivery: Delivering and exceeding budgeted commercial KPIs, including revenue, EBITDA and customer satisfaction levels.
* Insights: Lead the gathering, analysis (brand metrics, sales, customer data, market trends and competitor activities) and sharing of relevant insights that can feed activities and decisions across the business relating to M&E and weddings.
* Design/Creative: Manage and direct the Studio and any appointed media and creative agencies (digital, print, production, etc.) to deliver annual marketing plans
* Digital: Work closely with the Digital Product Manager to deliver multiple channel digital activity (Email, PPC, SEO, retargeting, display etc.) as a key part of campaigns
* PR: Work closely with the PR team, key messages, sales initiatives campaigns

**Qualities you will possess**

* Passion for what you do
* Positive and friendly with a “can do attitude”
* Creative thinker
* Attention to detail
* Ability to prioritise and organise
* Ability to manage multiple projects to deadlines
* Creative perspective
* Proactive
* Take responsibility for yourself
* Confident to make decisions and to stand by them
* Good negotiation and influencing skills
* Excellent communicator
* A sense of fun!

**What do you need to be successful?**

* Strong experience at an Assistant Marketing Manager or Assistant Brand Manager level
* Experience of the luxury hotel/travel sector
* 3+ years marketing experience
* Ideally, degree educated and/or marketing qualified
* Develop integrated campaigns to support business goals
* Able to demonstrate creative thinking in previous roles
* Demonstrable experience of digital marketing campaigns
* Understanding of marketing tactics to grow revenues across each business segment and how these might be delivered under the Goodwood brand
* Understand how to use measurement tools to influence your campaign plans
* Understanding of digital marketing activation and a close attention to detail in creating increased reach and conversion in this space
* Word, Excel and PowerPoint proficient.

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

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