Job title: Racecourse Marketing Executive
Department: Marketing
Line Manager: Ellie Welton
Direct reports: N/A
Job classification: Full Time
Hours of work: Monday to Friday, 7.5 hours per day
Location: London (Victoria Office)
Key Interactions: Marketing Team, Digital Team

About us:
Racecourse Media Group is the umbrella organisation for those 34 racecourses which hold an interest in Racing TV (Sky 426, Virgin 536 and 411, Freeview and YouView 261), Racing TV International (international betting shop/digital service) and Racecourse Data Company (licensor of Pre-Race Data). Racing TV and Racing TV International also broadcast racing from all 26 Irish racecourses.

Job overview:
This is a fabulous opportunity to work for the leading horse racing media rights organisation. As part of the marketing team, based in our head office in Victoria. The Racecourse Marketing Executive will support the Head of Racecourse Marketing and the Marketing Team in the promotion of Racing TV campaigns across our 34 British and 26 Irish racecourses as well as providing support to those racecourses own promotional objectives.

Reporting to the Head of Racecourse Marketing, the Racecourse Marketing Executive is required to liaise and work with the marketing teams at our racecourses on a day to day basis. The relationships with stakeholders are key and the Racecourse Marketing Executive will be integral to developing those. An enthusiastic, people person will excel in this role. Whilst the position is office based, there will be travel to racecourses required.

Key responsibilities:
• Support Racing TV marketing campaigns (Pay TV and Affiliates) with racecourse targeted activity
• Help to support Racecourse Objectives
   - Support Racecourse Marketing activities including co-ordination of social media clipping and production of raceday promos.
   - Monthly analysis of racecourse social media activity via Tubular plus presentation of findings
• Support the HRM in maintaining relationships with the 61 racecourses
• Racing TV Club Days
   - Coordinate the monthly club days. Liaising with racecourses and communicating plans with members
   - Production of regular email comms.
   - Hosting of days on course
   - Post event reporting and data analysis on behalf of the racecourses
• Racecourse Incentive Scheme

- Encourage racecourse engagement and participation.
- Work with the racecourses to formalise champion chase entries
- Monitor racecourses individual activity including their use of online and social platforms for Racing TV promotions for the Champion Chase initiative
- Regular communication via email comms to racecourses on monthly activity plus incentive scheme results
- Racecourse Branding
  - Work with the HRM and racecourses to provide branding opportunities (subject to available budget)
  - Ensure that all branding assets are in good condition and are up to date. Regularly auditing assets and keeping a record of assets on each course.
- Racing TV Website
  - Maintain the relevant racecourse pages on the Racing TV website. Ensuring all content is up to date.
  - Design and Management of website assets.
- Support HRM with the administration of sponsorship packages

Essential skills:
- Strong communicator with excellent interpersonal skills
- Strong IT skills including Microsoft Office, Powerpoint and Excel
- Good written and verbal communication skills
- Ability to work alone and as part of the broader marketing team
- Good organisational skills with strong attention to detail
- Some weekend and evening work with willingness to travel within the UK & Ireland

Desirable skills:
- An interest/passion for horse racing
- Statistic analysis
- Racecourse marketing experience

How to apply:
Please send your covering letter and CV to recruitment@racecoursemediagroup.com *by* Sunday 13th February 2022

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