



Role: Social Media Lead, Racing TV

Reporting to: Digital Manager

Direct Reports: Social Media Specialist

Location: London (Ealing/Victoria), with the possibility of Hybrid Working

Hours of work: Average of 40 hours p/w, based on 7-days-per-fortnight shift pattern, including weekends

About us:

Racecourse Media Group (RMG) manages the media and data rights for 36 British racecourses and all 26 Irish racecourses, through Racing TV (pay-TV channel accessible via Sky, Virgin, Vodafone, Eir TV, Amazon Fire TV, Android TV and Apple TV), Racing TV International (international betting shop/digital service) and the Racecourse Data Company (licensor of Pre-Race Data).

The purpose of RMG is to generate media rights revenue and support horse racing on behalf of our 36 shareholder racecourses with 100% of our profits going back to the sport via our shareholder racecourses.

RMG is investing in its digital presence with considerable upgrades to its website to be completed in 2023. At the same time, the business's Digital Services team is expanding as we commercialise our content in order to maximise revenues to the sport. This newly-created role, working alongside all departments, will enable us to identify areas for the further development of our social media content.

Job Purpose:

With over 60,000 members enjoying the best of the racing action from Britain and Ireland, Racing TV's broadcast TV channel is watched by every serious fan of the sport. But our digital content has a far wider reach and our social media channels have a combined following of over 500,000.

By producing engaging, interesting content, our social channels serve a variety of purposes, including promoting the wider content available on the channel and Racing TV Extra, but also playing an ambassadorial role behalf of our racecourses and the sport of horse racing, helping to reach future followers of the sport – and possibly future Racing TV members!

Organising and managing a content calendar, liaising with the existing digital team, our racecourses, and the broadcast operation, you will focus on making the most of Racing TV's strong rights position with the crown jewels of racing. You will activate initiatives to further grow our audiences and use analytics tools and your own experience and insight to identify what is working and what needs to be changed.

You'll be leading discussions and making strategic decisions, but also taking a fully hands-on role, understanding the differences between the platforms, and optimising our content for each of them. You'll also need to be aware of evolving trends and new opportunities for widening our reach.

At the end of 2021, Racing TV launched a new social media project #Raceday, headed by Frankie Foster and leveraging influencers with proven social reach to try and bring the sport to audiences that would otherwise not be exposed to it. The successful applicant for this role will be expected to play a part in building on the early successes of that channel and developing strategies that will deliver tangible benefit from the consumption of #Raceday's content to our racecourses and Racing TV.

You'll need to be confident and self-motivated, able both to work alongside different teams to reach defined targets, and comfortable with making decisions based on both creative and commercial considerations. Racing TV is currently operating a hybrid working policy, but you will need to be able to work from both our head office in Central London and our broadcast studios in Ealing when required.

Attention to detail and accurate spelling and grammar will be vital as social media can offer little mercy for errors, but you'll make the most of our video archive and broadcast talent to share your passion for the sport and take our social media content to the next level.

Job Accountabilities:

- Management of social media engagement initiatives such as competitions and promotions
- Generation, creation and curation of consistently excellent content
- Distillation and implementation of a clear social media strategy that is aligned with Racing TV's goals
- Reporting on performance of social media platforms to the wider business
- Collaboration with the marketing, racecourse and digital teams to help support their objectives
- Direct engagement with followers, including responding to customer contact and developing a greater sense of community on our platforms

RMG Person Specification for Social Media Lead

	Essential	Desirable
Experience (work and tasks)	<ul style="list-style-type: none"> • Experience managing, motivating and developing a small team • A proven track record in managing multiple social media accounts across different platforms • Record of managing a variety of key working relationships with internal stakeholders and commercial partners • High-level understanding and demonstrable knowledge of creating and curating content for Twitter, TikTok, YouTube, Facebook and Instagram • Experience in using analytics platforms, including reporting on performance and identifying trends for future strategies • Knowledge of and enthusiasm for horse racing and Racing TV's mission and structure 	<ul style="list-style-type: none"> • A proven track record in building and developing new social media accounts • Experience in reporting at senior level and in presenting new initiatives to colleagues • Previous experience of working within the horse racing and/or betting industries • Experience of working in or alongside a broadcast environment • Previous delivery of social media content for commercial partners and/or in dealing directly with social media platforms • Previous experience of working in journalism and/or horse racing
Skills	<ul style="list-style-type: none"> • A team player but also fully able to work independently and to deadlines • Outstanding spelling and grammar and using flair in language that grabs the attention • Flexible, fast-thinking approach that will allow us to respond quickly to breaking news with relevant content, supporting the digital team in generating traffic • Sound editorial judgement and an understanding of Racing TV's mission and business goals 	<ul style="list-style-type: none"> • Video editing experience (Adobe Premiere Pro or After Effects) • Previous use of Adobe PhotoShop and/or other design software • Ability to use different tones of voice on different platforms • Customer service experience, including managing difficult situations • Knowledge of media regulations (OFCOM) and best practice in gambling advertising

Competencies / behaviours	<ul style="list-style-type: none"> • Ability to work collaboratively with others in a creative environment • Organised, analytical and methodical with a strong attention to detail • Ability to build rapport and maintain key working relationships • Able to understand the diverse needs of different colleagues in the team and stakeholders and adjust accordingly • Motivates and inspires colleagues in the team 	
Other	<ul style="list-style-type: none"> • Acceptance of the 7-day/week nature of the broadcast industry and racing, meaning that some out-of-hours work may be required 	<ul style="list-style-type: none"> • A passion or strong interest in horseracing

How to apply:

Please send your covering letter and CV to recruitment@racecoursemediagroup.com by midnight on Thursday 23rd February 2023.

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