



**Role:** OTT and YouTube Content Manager

**Reporting to:** Head of Digital

**Direct Reports:** N/A

**Location:** EBC Studios, Ealing – with scope for some remote working

**Hours of work:** 37.5 hours per week, 5 days per week (including some weekends)

**About us:**

Racecourse Media Group is the umbrella organisation for 35 racecourses which hold an interest in Racing TV (Sky 424, Virgin 536 and 411, Freeview and Youview 261), GBI Racing (international betting shop/digital service) and Racecourse Data Company (licensor of Pre-Race Data). In addition, content from 37 racecourses is distributed by Sports Information Services (SIS) to Licensed Betting Offices (LBOs) in the UK and Ireland.

**Job Purpose:**

As part of our drive to continually innovate in our sphere, Racecourse Media Group is shortly set to launch its first FAST channel on a leading digital broadcast network and we are investing in our industry-leading YouTube channel as we look to widen the sport's reach and reach new audiences. Working alongside a team of horse racing experts, editors and producers, and supported by industry-leading digital strategists, you'll have responsibility for producing, editing, curating and shaping the content that will captivate existing horse racing fans and bring the thrill and the excitement of the sport to new audiences. Racing must grow its presence on new platforms – this newly-created role reflects RMG's remit to create more content made for those channels as part of our focused strategy to grow audiences for racing.

**Key responsibilities**

- Day to day responsibility for management of the Racing TV Play FAST channel and the Racing TV YouTube channel
- Management of RMG's relationships with relevant agencies and partners
- Work with colleagues across RMG Digital and other RMG teams to lead and deliver a strategy across our OTT platforms and YouTube that supports RMG's goals and those of its shareholders

**Innovation & content development**

- Identify new content strands and bring those ideas to fruition across different platforms, using a mixture of internal and external production resource
- Maximise use of existing archive content, using strategic learning and analytics to build audiences
- Be comfortable working across longer and short-form content, understanding the strengths and weaknesses of different content styles and formats
- Have clear ideas as to how racing can seek to expand its audience and reach new viewer groups
- Adapt our content strategy to utilise Project Beacon insights on barriers to engagement – for example, focusing on content that is centred on equine welfare
- Develop our simulcasting strategy globally, working with key international partners to build international audiences for British and Irish racing

**General**

- Work alongside the Digital Team, including the existing Social Media Managers, to align strategies and understand wider digital and commercial targets
- Be adaptable to the challenges that come with working with a compact, hands-on team
- Promote positive behaviours and a good work ethic at all times
- Understand the nature of RMG's business and mission
- Help collate data analytics for reports to the wider business
- Collaborate with the marketing and racecourse teams to help support their objectives

## **RMG Person Specification for OTT and YouTube Content Manager**

	<b>Essential</b>	<b>Desirable</b>
<b>Qualifications</b> (academic, technical and professional)		<ul style="list-style-type: none"> <li>Educated to degree level</li> </ul>
<b>Experience</b> (work and tasks)	<ul style="list-style-type: none"> <li>Experience of digital media and OTT platforms</li> <li>Experience developing and delivering digital content strategies that support organisational and commercial objectives</li> <li>Demonstrable experience working with internal teams and external partners or agencies to deliver content and platform growth</li> <li>Experience using analytics and audience insights to inform content decisions and drive audience growth</li> </ul>	<ul style="list-style-type: none"> <li>Background in broadcasting or media production</li> <li>Experience contributing to or managing simulcasting strategies</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>Some editing and post-production experience</li> <li>Excellent knowledge of horse racing, particularly in Britain and Ireland</li> <li>Clear understanding of management of YouTube channels from both sides</li> <li>Strong communication skills, both written and verbal, with the ability to collaborate across teams</li> <li>Good organisational and time-management skills, with the ability to manage multiple priorities effectively</li> <li>Commercial awareness, with an understanding of how digital content supports wider business objectives</li> </ul>	<ul style="list-style-type: none"> <li>Knowledge of media regulations (OFCOM) and best practice in gambling advertising</li> <li>Experience using advanced analytics tools (e.g. YouTube Studio, Google Analytics, platform-specific dashboards).</li> <li>Experience working with archive content libraries</li> </ul>
<b>Competencies /Behaviours</b>	<ul style="list-style-type: none"> <li>Ability to work collaboratively with others in a creative environment</li> <li>Organised, analytical and methodical with a strong attention to detail</li> <li>Ability to build rapport and maintain key working relationships</li> <li>Demonstrates a clear understanding of audience needs and behaviours, including barriers to engagement, and adapts content accordingly (e.g. equine welfare-led storytelling).</li> <li>Innovative: Proactively identifies new content opportunities and audience growth ideas, and takes ownership of bringing them to fruition.</li> </ul>	<ul style="list-style-type: none"> <li>Ability to manage multiple stakeholders' needs simultaneously and communicate effectively to those groups</li> <li>Commercially minded: Understands RMG's business model, mission and shareholder objectives, and ensures digital activity supports these aims.</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>Acceptance that due to the nature of the broadcast industry and racing, this means that some out-of-hours work may be required</li> </ul>	<ul style="list-style-type: none"> <li>Specific experience working on a FAST service, managing a YouTube channel, or an in-depth interest in horse racing will be seen as a significant advantage</li> </ul>

### **How to apply:**

Please send your covering letter and CV to [recruitment@racecoursemediagroup.com](mailto:recruitment@racecoursemediagroup.com) by midnight on Wednesday 7<sup>th</sup> January 2026.

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