Director of Marketing & Partnerships

York Racecourse, multi-award winning and one of the leading racecourses in the country, stages some of the best flat racing action in the world over an 18-raceday season from May to October, as well as hosting a large number and wide range of events and activities outside racing. This progressive, independent venue seeks to deliver the best in prize money, facilities and raceday experience.

We are seeking an ambitious and commercially minded **Director of Marketing & Partnerships** to join our Senior Leadership Team and play a pivotal role in shaping the future success of the business. A rare opportunity to join this progressive sporting venue with an international profile, this pivotal role combines high-level strategic thinking with hands-on leadership.

You will be responsible for maximising revenue opportunities, further strengthening commercial partnerships, articulating and building the brand, leading on modern communications and further enhancing the guest experience thus helping ensure York Racecourse continues to grow its reputation as a market leader. Reporting directly to the Chief Executive and leading your team comprising colleagues in Marketing, Sponsorship and Sales, you will:

- Develop and deliver the overall brand, partnerships and marketing strategy for York Racecourse encompassing racing, conferencing, events and our popular Stableside accommodation facility.
- Lead all sponsorship and partnership activity, driving growth whilst further strengthening existing and new relationships with commercial partners and seeking new ones.
- Lead in the development of the marketing strategy including setting the brief, creative and deployment of advertising, promotional and digital campaigns designed to drive footfall, sales and customer engagement across racedays and non-raceday events.
- Act as a key commercial leader, identifying and developing new revenue opportunities across the business over both long and short term horizons.
- Champion the guest experience, ensuring the highest standards continue to be delivered across all touchpoints ensuring the product, pricing and value mix continues to appeal and engage.
- Lead the management and development of York Racecourse's digital presence, including website, social media and digital channels.

- Oversee media relations, communications and public relations activity across all platforms and channels – print, broadcast, radio and digital - acting as a spokesperson for the racecourse where appropriate.
- Lead, coach and develop the small and dedicated team of direct reports and manage departmental resources and marketing investment to optimise performance and returns.
- Work collaboratively with colleagues across operations, hospitality, finance and racing to support wider organisational goals which you will form a key role in articulating and setting. This comes with the pressure and intensity of racedays and staging live sporting events.
- Contribute to the strategic planning, our masterplan and the long-term development of York Racecourse as a trusted member of the Senior Leadership Team.
- Be an ambassador for the York Racecourse at industry events, stakeholder meetings and within the racing and local community and support communications around equine care and safer gambling.
- The ideal candidate will have:
- Significant experience in marketing, commercial partnerships, sponsorship, brand management or a related discipline.
- A proven track record of delivering commercial growth through marketing and partnership activity in a venue or customer focussed environment.
- Experience and successful track record in managing and growing effective positive relationships with agencies, partnership accounts, teams, suppliers and external partners.
- Strong strategic thinking skills, coupled with the ability to translate plans into effective operational delivery.
- An outstanding track record within horse racing, sport, leisure, events, hospitality or a comparable customer-facing venue environment.
- Excellent stakeholder management and relationship-building skills exhibiting gravitas, intellect, exceptional communication and facilitation skills, commercial sophistication and personal presence.

In return, we offer a competitive salary and attractive benefits including bonus scheme, private healthcare, enhanced pension contribution and a fabulous opportunity to work and live in one of the best places in the country!

To apply please email your CV and covering letter, including remuneration details to Hugh Nickerson at Conundrum Consulting Ltd
Email search@conundrum.co.uk

Strictly no agencies please, all direct and third-party enquiries will be forwarded to Conundrum.