



Marketing Manager

Competitive Salary + Benefits

York Racecourse, one of the world's leading flat racecourses, plays host to c300,000 racegoers in addition to some 700 different non-racing events each year, as well as operating a popular accommodation centre at Stableside.

This progressive, independent racecourse seeks to deliver the best in prize money, facilities and raceday experience.

We are now seeking a pro-active Marketing Manager with a core strength in the digital space, to work with the Head of Marketing and Sponsorship across the areas of marketing, digital & social channels, public relations and customer service in order to increase revenue, commercial return and customer satisfaction.

The successful candidate in this role will work to develop and then deliver all marketing plans and activity alongside the Head of Marketing and Sponsorship as follows:

- Leadership in the development and delivery of our digital strategy, digital marketing, comms and social media channels.
- Leadership on consumer insight, data analytics and fan engagement
- Develop advertising and promotional activity for raceday marketing across TV, radio, online, print and outdoor promotion, PR, in line with the marketing campaign objectives.
- Lead on the marketing and promotional activity for non-racing events and Stableside.
- Manage and develop marketing activity to generate attendance and commercial return.
- Assume responsibility for defined projects and campaigns to ensure that they deliver against agreed targets
- Budget responsibility for digital activation and campaigns

You will be able to demonstrate:

- Significant relevant experience in a comparable consumer environment (ideally sports, hospitality, destination or venue)
- Academic ability, educated to graduate level or equivalent
- Excellent IT skills, particularly Microsoft Word, Excel, data analytics, Powerpoint, report writing
- Appropriate understanding of the digital landscape and social media platforms
- Creativity flair and a passion for aspirational events and brand
- Ability to deliver in a high-pressure environment as part of a small, high performing team
- Flexibility of response and attitude.
- Motivation, enthusiasm and an ambassador, for both the position and York Racecourse

In return, we offer a competitive salary and attractive benefits including pension, holiday and time off in lieu, life cover (DIS) and racecourse-wide performance bonus scheme. This represents an excellent opportunity for a marketing professional who will relish the chance to play a key role within an award-winning, landmark venue.

To apply please email your CV and covering letter including remuneration details to Hugh Nickerson at Conundrum Consulting Ltd.

search@conundrum.co.uk

All direct and third party responses will be forwarded to Conundrum.