



Digital Marketing and Communications Executive

Competitive Salary + Benefits

Newbury Racecourse is an award-winning sporting venue with a multi-functional site playing host to c. 30 racedays per year, plus a wide range of other exciting non-racing events including: concerts, weddings, conferences, on-site hotel and our award-winning Rocking Horse Nursery. We are already looking forward to some brilliant events in 2022 including: Betfair Super Saturday, our popular Summer Party in the Paddock's before finishing of the year with Oktoberfest and the Ladbrokes Winter Carnival.

We are seeking an experienced, passionate, and dynamic Digital Marcomms Executive to join our friendly Marketing Team and play a key role in creating and curating our digital community. This is an exciting full-time opportunity for someone who has real drive. The successful candidate will be creative, organised and will have the knowledge and passion for the latest digital trends and technologies and can jump straight into this role and deliver it with confidence.

Main duties will include:

- Creating a unique vision for our social media channels as part of the overall Marketing and Communications Strategy
- Creation of compelling content ideas for all channels to support larger campaigns
- Support in curating our channels with yearly/monthly/weekly content plan
- Working with the broader marketing team to create and send customer ecomms to support the business to targeted and segmented audiences with compelling content
- Maintaining and updating the content of the website and supporting microsites to a high standard, whilst working with external developers to improve and evolve the website
- Reporting and analysis of our social media activity and website usage
- Working with broader marketing team as required to prepare for events and racedays
- On our racedays acting as the on-site media contact and process accreditation

The successful candidate in this role will;

- Have excellent writing and proofing skills, as well as a very keen eye for detail
- Be self-motivated, creative and confident enough to take the initiative
- Be innovative and imaginative; capable of creating engaging content and generating ideas
- Have experience of building and maintaining a digital community
- Have strong sporting knowledge, an interest in horseracing is a bonus
- Have competency with the Adobe Creative Suite, knowledge of Premiere Pro and Photoshop would be advantageous
- Be able to work outside of office hours to ensure that we remain up to date with latest news

In return, we can offer a competitive salary and an attractive benefits scheme including:

- Opportunities for training and career growth
- 25 days holiday per year (plus public holidays)
- Discounted Health Club membership
- Reduced-rate childcare at the Rocking Horse Nursery on-site
- Contributory pension scheme matched up to 5%
- Private healthcare scheme
- Life assurance scheme

To apply please email your CV and covering letter including current remuneration details to Erin Moakes at Conundrum Consulting Ltd.

apply@conundrum.co.uk

Quoting reference number JID1254 in the email subject line

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