



GOODWOOD

The Role

The **Entertaining and Hospitality (E&H) Marketing Manager** will be part of the Marketing Department and report to the Head of Marketing & Communications - E&H and Motorsport.

About us

At Goodwood, we celebrate our 300-year history as a quintessentially English Estate, in modern and authentic ways delivering extraordinary and engaging experiences. Our setting, 12,000 acres of West Sussex countryside, and our story both play significant roles in Goodwood's success. What really sets us apart is our people. It is their passion, enthusiasm and belief in the many things we do that makes us the unique, luxury brand we are.

Passionate People

It takes a certain sort of person to flourish in such a fast-paced, multi-dimensional environment like Goodwood. We look for talented, self-motivated and enthusiastic individuals who will be able to share our passion for delivering exceptional experiences.

Our Values

The Real Thing

Always inspired by Goodwood's heritage

Derring-Do

Daring to surprise and delight

Obsession for Perfection

Striving to do things *even* better

Sheer Love of Life

Sharing our infectious enthusiasm

Purpose of the role

To plan, oversee and implement an integrated marketing and communications strategy for the E&H Division: Weddings, Meetings & Events (M&E), Goodwood House, The Goodwood Hotel, the Health Club and Waterbeach Spa, The Kennels, Hound Lodge and our sustainable restaurant Farmer, Butcher, Chef. The role will ensure all marketing activity is fresh, effective and engaging, while remaining consistent and aligned to the Goodwood brand, with significant focus on customer experience.

Key responsibilities

- Develop the marketing strategy for the E&H Division, co-ordinating campaigns with sales activities and ensuring they are in line with company and stakeholder objectives
- Commercial Delivery: Delivering and exceeding budgeted commercial KPIs, including revenue, EBITDA and customer satisfaction levels.
- Establish positioning, identify target audiences, and develop marketing plans with specific objectives across multiple channels and segments
- Conduct analytics reporting across multiple platforms and extract key insights for future campaign development and go-to strategies, complete with formal proposals and recommendations on tactics
- Lead the execution of marketing campaigns from start to finish, leveraging stakeholder support and driving collaboration

- Working in partnership with Goodwood’s in-house design studio, develop creative briefs and guide creative direction to meet objectives for all advertising and public-facing communications, including print, digital, and video assets
- Oversee the E&H marketing team activities and approve marketing material from website banners to hard copy brochures and case studies
- Work closely with the Digital Marketing department to deliver activity across email, PPC, SEO, retargeting, display etc. as a key part of campaigns
- Work closely with the PR team on key messages, campaigns, editorial and advertorial opportunities
- Prepare and oversee the annual E&H marketing budget, working closely with stakeholders to ensure budgeting and forecasting figures for the department are on track
- Lead, supervise and evaluate the E&H marketing team (consisting of 3 Marketing Execs / Assistants) with regular 1-1s and performance reviews, ensuring continual development needs of the team are met with internal and external training opportunities
- Manage team relations including team building, complaint handling and disciplinary procedures as required
- Work closely with and influence General Managers across the E&H Division, to ensure alignment on marketing strategies, budgets, tactics and product improvements

Qualities you will possess

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| <ul style="list-style-type: none"> • Passion for what you do • Positive and friendly with a “can do attitude” • Creative thinker • Attention to detail • Ability to prioritise, organise and manage multiple projects to deadlines • Ability to motivate and inspire others | <ul style="list-style-type: none"> • Proactive • Take responsibility for yourself • Confident to make decisions and to stand by them • Excellent, communication, negotiation and influencing skills • A sense of fun! |
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What do you need to be successful?

- Strong and demonstrable experience at Marketing or Brand Manager level
- Experience of the luxury hotel, travel and leisure sector
- Experience of private members clubs advantageous
- 5+ years marketing experience
- 2+ years people management experience
- Ideally, degree educated and/or marketing qualified
- Demonstrable experience of successful digital and traditional marketing campaigns
- Word, Excel and PowerPoint proficient.

Each role is assigned a level against our expected behaviour. Your role levels are set out below.

| BEHAVIOUR | LEVEL |
|---|-------|
| Think Customer | 3 |
| Communication & Trust | 3 |
| Taking Personal Responsibility | 3 |
| Encouraging Excellence & Commercial Success | 3 |
| Working Together | 3 |