

BRITISH AUTOMOBILE RACING CLUB - MARKETING EXECUTIVE

The British Automobile Racing Club (BARC) is one of the largest motorsport organisations in the United Kingdom, with a rich and illustrious history that spans more than 100 years.

Today, the BARC operates three race circuits; Croft in North Yorkshire, Pembrey in South Wales and Thruxton in Hampshire, with two hillclimb venues at Gurston Down and Harewood Hill completing the club's portfolio. The BARC organises around 20 race championships and upwards of 40 race meetings each year, including the British Touring Car Championship, the UK's premier motorsport series. The club is also responsible for all the sporting organisational duties at Goodwood race meetings and the Festival of Speed.

An exciting and creative role delivering the digital marketing output and communications for the BARC Group, including the club and its membership, the five venues and their events, as well as on-site activities including: driving experiences, karting, skid pan, 4x4 and corporate offerings.

Reporting to the Group Head of Marketing and Communications the Marketing Executive will bring a fresh, creative and consistent tone to the company's online presence, capture and engage prospective experience/event day purchasers across our digital channels and help to shape how the BARC presents itself to new audiences.

The role will be predominately based at the BARC HQ at Thruxton Circuit, but travel to other circuits and events will be necessary.

The growing team will develop and promote events and activities across the BARC portfolio, playing a large part in marketing new and exciting BARC experiences.

As the Marketing Executive you'll be required to

Plan, create and publish content across all the website, social media channels and print publications in line with the BARC overarching social media strategy

Maintain and develop social channels within the group

Support the implementation of a consistent style and tone of voice across all owned content produced by the BARC group

Develop BARC brand awareness campaigns

Help to develop email marketing campaigns

Provide regular, accurate reports and analysis, including return on investment and provide actionable recommendations for improvement

Research new media opportunities that may benefit the business including; web, social media, development of blogs and forums ensuring BARC are first to relevant trends

Proactive social media community management, engaging with users on all platforms

Assist with paid media (online and offline), including liaising with digital advertising agencies

Aid in the development and integration of content marketing strategies

Keep up to date with current digital trends and opportunities

The ideal candidate will have

Proven experience in the management of social media channels

Understanding of key social media channels and creative best practices.

Ability to recognise and capitalise on social media trends.

Clear understanding of social metrics and reporting.

Experience of using social reporting and social listening tools.

Knowledge and experience of both organic and paid social media, with an understanding of the different approaches to both.

Ability to work in a fast-paced environment

Good experience working with Adobe creative suite.

Creativity to bring our exciting portfolio of activity to life

Editing skills

Attention to detail

Excellent written English

Experience

Digital marketing

Facebook Advertising

Understanding of the Adobe suite

Strong copywriting skills

A creative flair for design and visual styling

Job Type: Full-time

Salary: £22,000 - £26,000

Benefits

Company pension

Private Medical

Employee discount

Company events

Schedule

Monday - Friday

Weekend availability (days off in lieu)

Ability to commute/relocate

Reliably commute (at least 4 days per week) to Thrupton Circuit or plan to relocate before starting work (required)

Car Required

Work Location

On site at Thrupton Circuit (Andover) and home working.