
JOB DESCRIPTION

Job Title: Group Marketing Executive

Year Commencing: August 2024

Job Location: Daytona Head Office, Sandown Park, Esher

Reporting To: Group Head of Marketing

Place in Organisation: Marketing Team

Contract Type: Full-time / permanent (includes infrequent weekend work)

MAIN PURPOSE OF JOB

To amplify the Daytona Motorsport brand so that it is strikingly visible at every available touchpoint, to ensure we're using our digital platforms and physical infrastructure to communicate relevant products and information to appropriate stakeholders, and to maintain Daytona's legacy in grassroots British motorsport.

General Responsibilities:

1. To create and publish digital media on the Daytona website and social media platforms, including championship standings and race reports.
2. To design and manage in-venue print collateral including leaflets, flyers, cards and brochures.
3. To manage Daytona's social media content calendar across LinkedIn, Facebook, Instagram, TikTok & YouTube.
4. To respond to and manage customer social media enquiries.
5. To assist the team in creating and publishing social media & website content.
6. To attend important racing events and capture and edit photography and videography.

7. To maintain and organise financial and administrative records for the Marketing department.
 8. To manage Daytona's digital in-venue screens so they are conveying current marketing/ sales campaigns.
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PERSONAL PROFILE

You are a recent graduate seeking your first opportunity to work in a dynamic marketing department at an industry-leading motorsports brand, and are interested in a career in sports and/or the hospitality & leisure industry. You're digitally savvy, understanding social media and other digital platforms, and you're naturally creative and organised. To be successful in this role you need to be 'can-do' person who's willing to learn and develop new skills, and is comfortable spinning multiple plates.

SKILLS, QUALIFICATIONS AND EXPERIENCE

Essential Qualifications, Skills & Experience:

- 2:1 Bachelor's degree or equivalent qualification.
- Full UK driving licence.
- An understanding of LinkedIn, TikTok, Facebook and Instagram.
- A fast learner, quick thinker, and problem solver.
- Honesty, integrity, and trustworthiness is essential.
- Must be able to work on own initiative and be a team player.

Preferred Qualifications, Skills & Experience:

- Adobe Creative Cloud (Photoshop, Premiere Pro, InDesign)
- Canva
- Google Ads
- Meta Business Suite
- Mailchimp