

JOIN OUR TEAM AS **MARKETING MANAGER**

Salary: £32,000-£35,000 per annum

Location: Daytona Head Office, Sandown Park, Esher

Contract: Full-time, permanent

Tell the stories behind the racing at Daytona Motorsport, a UK-leading motorsport group since 1990.

Our three venues welcome motorsport fans, families and leisure customers, with F1 drivers among our visitors. We are an award-winning family entertainment and leisure business with around £5 million turnover, Motorsport UK accredited championships and a TripAdvisor Certificate of Excellence.

We are looking for a hands-on Marketing Manager to take ownership of campaigns and content across Daytona. Championship media, race reports and stories from our racing community will be central to your work, alongside promoting our leisure experiences and corporate events.

WHAT YOU WILL DO

- Own championship media coverage, planning event previews, race reports, results and championship standings.
- Create regular community content through driver interviews, racer profiles, customer stories and features from our venues.
- Capture and edit photography and video at key events, including the Daytona 24 Hours, Jamie Chadwick Series, endurance races and large corporate events.
- Own end-to-end project management, from the initial brief and planning through content production, approvals, delivery and review, keeping timelines, resources and agreed budgets on track.
- Own the marketing calendar and deliver website, social media and Mailchimp campaigns, working closely with sales and venue teams.
- Improve website content and SEO to help customers discover our championships, racing experiences and events.
- Plan and coordinate marketing activity for trade shows and industry events, including promotional materials and content coverage.
- Produce print materials, improve venue presentation and keep digital screens up to date.
- Manage influencer relationships and coordinate responses to social media enquiries.
- Track campaign spending, maintain marketing records and report on performance to improve engagement, enquiries and bookings.

WHAT YOU WILL BRING

You have practical marketing experience and can show campaigns or content you have independently planned, delivered and improved. You are a confident writer who can turn a race result, customer conversation or interview into an engaging story.

You will need good organisation, attention to detail and experience with Adobe Creative Cloud tools such as Photoshop, Premiere Pro or InDesign, alongside Canva, Meta Business Suite and Mailchimp.

A 2:1 bachelor's degree or equivalent qualification and a full UK driving licence are essential. Experience with SEO, Google Ads, website content management, event promotion or trade shows would be an advantage.

WHY DAYTONA

Reporting to the Group Head of Sales & Marketing, you will have ownership of day-to-day marketing delivery and direct access to the racing, customers and community behind our brand. Your work will help people discover Daytona and keep our existing audiences involved.

HOW TO APPLY

Send your CV and a short covering note to marketing@daytona.co.uk. Include examples of campaigns, written content, photography or video you have produced, and the results you achieved.