



NEWBURY RACECOURSE PLC

JOB DESCRIPTION

General Information

Job Title:	Digital, Communications & Content Executive
Reports to:	Marketing Director
Job Purpose:	To assist in the delivery of Newbury Racecourse's content strategy, planning and associated output and activity across the Racecourse's key business areas - racing, hotel, nursery and conference & events.
Key Relationships:	External - Digital Agency, CRM/Insight Agency, PR Agency, Venue Partners, Venue Photographers & Videographers, Press, Media & Journalists. Internal – Marketing Team, Sales Team, Operations Team, Catering Team, IT Team, Hotel Team, Nursery Team, Conference & Events Team.

Main Duties

1. Plan, manage and report on Newbury Racecourse's social media activity across all key business areas – racing, hotel, nursery and conference & events
2. Deliver and output content which drives engagement and increases audience across social and digital channels
3. Assist with content strategy, creation, capture and output across both digital and traditional channels
4. Regular use of insight and data to inform and optimise content output
5. Offer a proactive approach to identifying and leveraging new and emerging content opportunities
6. Work closely with the Content Producer to ensure all appropriate content opportunities are realised
7. Assist with the development, management and optimisation of content on newburyracecourse.co.uk

8. Oversee and maintain the news section – and associated content – on newburyracecourse.co.uk
9. Assist with the development, management and optimisation of Newbury's content on the Raceday Ready App
10. Write, curate and output engaging written content
11. Capture, create and output engaging video content
12. Assist with the delivery of Newbury Racecourse's communications and PR strategy and associated activity
13. Oversee and manage Newbury Racecourse's imagery archive
14. Work closely with Newbury Racecourse's retained agencies – i.e. Web, Insight – to create compelling content, further reach and optimise output
15. Liaise with external stakeholders – e.g. Sky, ITV, RaceTech – to gather content, further reach and optimise output
16. Work closely with Newbury Racecourse's Sales & Sponsorship teams to ensure partner rights and assets are appropriately delivered via Newbury Racecourse's channels
17. Work closely with internal stakeholders to ensure cross-sell and up-sell opportunities are realised across Newbury Racecourse's channels
18. Promote and exemplify the values and behaviours of Newbury Racecourse's 'Uniquely Newbury' positioning

To comply with Health and Safety regulations and safe working practices in accordance with current legislation and as detailed in the Company's Health & Safety Policy & Procedures.

Plus any other duties that may be reasonably required by the CEO.

This job description describes the principal purpose and main elements of the job. It is a guide to the nature and main duties of the job as they currently exist but is not intended as a wholly comprehensive or permanent schedule and is not part of the contract of employment.

I agree that I have been fully briefed on my job role and understand the requirements of my job description.

Employee's Signature: _____

Employee's Name: _____ Date: _____

Manager's Signature: _____

Manager's Name: _____ Date: _____