



## **Marketing Executive**

**Contract Type:** Permanent

**Hours:** 37.5 per week (flexible approach to working hours)

**Salary:** £25,000-28,000 pro-rata per annum

### **Reporting to:**

A new and exciting opportunity has arisen at Silverstone Heritage Limited to work towards the forthcoming opening of The Silverstone Experience in spring 2019.

### **Summary of The Silverstone Experience**

**Silverstone has been synonymous with motor racing since the mid-20th century. It is now one of the most famous sporting venues in the world. However, Silverstone has a much wider story to tell and its place in history was established well before the circuit was even constructed. The Silverstone Experience will tell the 'whole' Silverstone story – one that can only be experienced by visiting the site itself and interacting with the multi-layered stories that are woven into the fabric of the modern racing circuit.**

**Through the creation of The Silverstone Experience as a centre of focus and understanding, with extensive exhibition spaces, a Collections and Research Centre, Learning Studio and a series of site tours, programmes and activities, the heritage of Silverstone can reach a far wider audience than before and ultimately cement its position as the centre for British motor sport heritage.**

Silverstone Heritage Ltd is a new charity formed to educate the public in the history and heritage of the site, its people and that of British motor sport. HRH Prince Harry is the Project's Patron.

We achieved a second round award from the Heritage Lottery Fund for a £9.1 million grant in November 2016, for a project costing a total of nearly £20 million. The project will open in the spring of 2019 and is set to attract over half a million visitors in its first twelve months of operation.

The project vision is to bring the extensive heritage of Silverstone and British motor racing to life through the creation of a dynamic, interactive and educational visitor experience that will include:

- A permanent exhibition that will take visitors on an exciting two hour journey through motor racing past, present and future, with a particular focus on the role Silverstone and the UK based motor sport industry have played in the development of motor sport worldwide. Indeed, this position at the very heart of the global motor sport industry will be celebrated throughout.
- A state of the art Collections and Research Centre, offering archive accreditation standard storage for the unique British Racing Drivers' Club (BRDC) Archive and other motor sport collections as well as a specialist library and learning space for school groups.
- A series of themed tours stopping off at iconic sites around the circuit.
- A programme of exciting motor sport events, talks and workshops.



- An extensive formal education programme focused on science, technology, engineering and maths (STEM) which aims to inspire future engineers.

The Silverstone Experience will play a leading role nationally in creating a secure future for the heritage assets of motor sport. The BRDC library and archive is already considered to be of international significance. This project will ensure that the stories of British motor sport, the Silverstone site, its people and the engineering industry that has developed in 'Motor Sport Valley' can continue to be told into the future.

### **Job Description**

#### **Job Purpose**

To develop, deliver and measure The Silverstone Experience marketing and communications plan.

#### **Key Responsibilities**

- Responsible for delivering The Silverstone Experience marketing strategy to meet key business objectives.
- Develop a content plan for use across all channels – website, database, social media and press.
- Implementation of targeted email marketing campaigns to promote events and conferences and a focus on improving engagement rates and online conversions.
- Ensure the website consistently delivers on all key objectives by engaging with prospective audience to build interest, grow data and drive revenue.
- Monitor and update Social Media Channels – proactively generating content to engage with current followers and to grow new followers.
- Monitor ROI of all digital marketing activity and provide monthly report for the management meeting working closely with digital marketing agency and including use of Google Analytics to help with the reporting.
- Work with the archive and delivery teams to update website with new copy, images and news stories.
- Writing engaging and concise copy for multiple channels.
- Report on campaign performance - sharing results and recommending ways to improve future performance.
- Manage database communication strategy engaging with existing customers and building the database so it becomes a useful marketing tool.
- Developing relationships with external potential and current partner organisations
- Manage the relationship with agencies to maximise return on media investment and keep them focussed and up to date with key dates and ticket sales objectives.
- Manage the approval process of all brand marketing material for TSE.
- Undertake any other duties as may be reasonably requested by the line manager.
- Actively follow all SHL policies.

**Person Specification**

Selection Criteria	Essential (E) Or Desirable (D)	Where Evidenced Application (A) Interview (I) Reference (R)
<b>Qualifications</b>		
Marketing or related degree	E	A
<b>Experience, Knowledge and Skills</b>		
A minimum of 2 years' experience within a similar role	E	A
Experience of working with specialist systems/software/tools i.e. Google Analytics	D	I
Strong copywriting skills	E	I
Excellent verbal and written communication skills	E	I
Excellent time management skills with ability to prioritise workload	E	I
Accuracy and attention to detail	E	I
Excellent communication and interpersonal skills with the ability to build relationships at all levels	E	I

**Essential Requirements** are those, without which, a candidate would not be able to do the job.

**Desirable Requirements** are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

**To apply please send a covering letter including your salary expectations and current notice period with your updated CV to [recruitment@silverstone-experience.co.uk](mailto:recruitment@silverstone-experience.co.uk) by 9am on Wednesday 7<sup>th</sup> November.**