

private & confidential

Role Description



Communications & Marketing Director

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Job Title: Communications & Marketing Director
Reporting to: Chief Executive
Salary: £Competitive + Bonus and Benefits
Location: 75 High Holborn, London, WC1V 6LS
Website: www.GreatBritishRacing.com
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The organisation

Great British Racing (GBR) is the central promotional and marketing body for British horseracing - the second biggest spectator sport in the country and an industry that generates billions of pounds for the British economy.

GBR's aim is to increase public awareness, interest and engagement in the sport, with the objective of helping to increase revenues through racegoing, ownership and betting.

Earned media is fundamental to GBR's success and this is achieved through a mixture of reactive promotional campaigns - taking advantage of opportunities as they arise, focussing on special moments in the calendar, working with the sport's stars and promoting racing's championships.

GBR also works closely with racecourses to maximise the benefits of high-profile racing occasions such as Cheltenham, the Grand National and Royal Ascot. It also delivers all PR and marketing communications for the QIPCO British Champions Series.

Attracting new owners, through promoting the thrill of ownership, which is so important for the future health of the sport, remains a core focus.

GBR is a key point of contact for ITV Racing, which commenced a 4-year broadcast deal with racing in January 2017 - ensuring year-round terrestrial television coverage, including 40 days televised on ITV1.

GBR also leads strategic projects on behalf of the industry, such as consumer insight and sponsorship, utilising the results to drive campaigns and new initiatives.

GBR's purpose as the sport's official marketing and promotional body means that it works with all of horseracing's stakeholders. It also means that the Communications Director performs a key leadership role in pursuit of the organisational strategy and purpose.

Position overview

Reporting to the Chief Executive, this position will lead an integrated PR and marketing team to deliver GBR's aim of increasing racing's popularity by reaching new target audiences to inspire people to engage with the sport.

Core to the role will be the development of creative plans to increase GBR's earned coverage, growing interest and participation in horseracing through racecourse attendance, racehorse ownership, television viewing, and betting.

When required, this role will act as GBR's spokesperson and deputise for the Chief Executive externally.

Main responsibilities

- Provide strategic leadership to the communications team (ten in total) and carry out regular appraisals with the two direct reports (Head of PR and Head of Marketing), ensuring they have clear objectives and development opportunities.
- Develop and execute exciting campaigns to support GBR's aims and objectives, using consumer insight to influence activity and also exploit opportunities as they arise.
- Manage the promotion and marketing of British Champions Series and Day - a set of racing's premium commercial rights.
- Ensure the communications and marketing budget is delivered in line with the strategic and business plan.
- Manage a diverse group of stakeholders and partners by maintaining and developing the existing excellent relationships with broadcasters, media partners and journalists.
- Work with leading rights-holders to maximise the promotional benefit of major racing events (e.g. Cheltenham, Grand National, Derby, Royal Ascot)
- As a member of GBR's senior management team, contribute to the broader industry communications strategy.
- Regularly present the communications team's progress and development to the GBR Board.

Skills, experience and requirements

- Demonstrable senior level experience in communications, marketing, media relations, digital engagement and events promotion.
- Excellent existing media relationships - particularly in the consumer sector and a track record in securing earned media coverage.
- Proven leadership skills, including the ability to communicate ideas in a way that builds trust and enthusiasm.

- Strong management experience with the ability to create team spirit and provide clear direction, empowering others to achieve results.
- Experience of devising and successfully executing highly creative PR campaigns.
- Highly developed interpersonal skills and the ability to communicate and collaborate with people across a wide range of functions and at all levels of seniority.
- Excellent ability to plan and implement projects to agreed deadlines.
- A willingness to serve in both an execution and strategic capacity.
- Extensive working knowledge of the digital landscape and awareness of trends.
- Experience in managing multi-stakeholder relationships.
- A confident, enthusiastic ambassador and networker.
- Excellent written, verbal and inter-personal skills.
- A passion for sport and entertainment.