

JOB DESCRIPTION: Event Manager

Department	Commercial
Location	Motorsport UK House, Colnbrook
Hours of Work	Full time, 9AM – 5:30PM, with flexibility required
Manager	Commercial Director
Grade	D
Direct Reports	n/a

Background

Do you want to help deliver a bold new vision for UK motorsport?

An exciting opportunity has arisen for an Event Manager to join the national governing body, Motorsport UK. Motorsport UK represents over 45,000 competitors and volunteers and over 720 clubs at the heart of motorsport. Now, under the leadership of the Chairman David Richards CBE, we are investing in an exciting period of change to drive growth and create a sustainable future for motorsport in the UK.

Motorsport UK is also the organiser and/or promoter of several of the UK's highest profile motorsport events and championships, including the British Grand Prix, Rally GB, the British Rally Championship and the British Kart Championships.

Role Purpose

The Marketing Event Manager will be focused on executing a strategy for the safe and successful delivery of a number of events across Motorsport UK. These may be supporting with Major Events (British Grand Prix, Rally GB) or delivery of more tactical events our annual Night of Champions, VIP hospitality, team/ factory tours or our public presence across a number of major exhibitions, expos and motorsport events.

This role will be responsible for a significant pillar of how Motorsport UK engages with competitors, officials, volunteer marshals, clubs, teams, the motorsport enjoying public and can significantly transform the external perspective of the organisation.

Central to its success is a data driven approach where 'what gets measured gets done' and insight is the foundation of our go to market plans. Testing and learning, analysing and achieving insight from the data on which we can develop our strategy and outreach programmes.

Responsibilities

Your responsibilities as Marketing Event Manager will include:

- Own and deliver a number of major events as projects
- Support the Commercial Director as required across all events
- Manage promotion and ticketing of major wholly-owned events
- Manage the Motorsport UK consumer promotional unit across a number of public exhibitions, expos and motorsport events
- Deliver VIP guest hospitality programmes as required
- Deliver tactical events such as factory tours to our membership
- Be a creative thinker with big ideas with an ambition to continually raise the bar with bold thinking
- Prioritise safety in everything that they do in the delivery of live motorsport events
- Create and support the delivery of integrated plans to maximise the impact of Motorsport UK's event presence across our channel, face to face and securing news and evergreen content
- Utilise established processes and planning tools leveraging new technologies wherever possible to enhance participant and spectator experiences
- Secure data, insight and analysis to enhance event delivery
- Deliver key insights from member data and surveys upon which we can deliver tangible plans to enhance future events
- Support event crisis communications and be a spokesperson for the organisation
- Creating presentations that succinctly communicate your ideas
- You will manage and report on your plans, KPIs and successes weekly

Person Profile

The Marketing Event Manager will have significant experience of the delivery of a number of high-profile events and series; likely eight years of which four are of leading a team.

You will be a self-starter, capable of working autonomously with a demonstrable track record of success and will possess outstanding project management and event management skills

You will be equally at home strategising, developing the events proposition and getting your sleeves rolled up, leading events and being a face of the organisation.

You are highly analytical with a hunger to delve deeper on the data and deliver powerful insights.

You are highly organised and capable of managing a broad and ambitious workload and prioritising accordingly.

You will be highly adept with both PowerPoint and Excel, and conversant with a wide range of project tools from Microsoft suite, Adobe products, Sharepoint, OneDrive Google Drive, Dropbox etc.

We operate in a fast-moving world and you will be expected to keep abreast of the environment, thinking on your feet, and applying yourself accordingly.

It is highly likely that the successful candidate will have some experience both of working within an agency and client side with a commercial rightsholder.

You will have previously worked in sport.

You must have a full, clean driving licence.

Terms

Working hours are typically 37.5 hours a week, however the workload is significant, and we require commitment and flexibility in order to achieve our company objectives, usually with some flexibility around start and finish times. You'll likely have to work extra hours when deadlines are approaching, including working into late to get a job finished to everyone's satisfaction.

While the majority of the role is office based, however you will be required to attend external client meetings.

Our sport happens at weekends and you must be fully committed to travel to a number of events and support as required.

Knowledge and Skills

Apart from pragmatic event leadership and delivery skills, you will need to show:

- an understanding and appreciation of motorsport on many different levels
- a commitment to getting out and about at a number of UK motorsport events
- passion and enthusiasm for delivering high quality work
- a flexible approach when working as an important part of a team
- excellent communication skills to interpret and negotiate stakeholder requirements
- a demonstrable analytical mind with a meticulous attention to detail
- good presentation skills and the confidence to explain and sell ideas, while overcoming objections
- time management skills and the ability to cope with several projects at a time
- accuracy and attention to detail when finalising work
- being open to feedback and willing to make changes to your work
- effective networking skills to build contacts
- a confident and effective communicator of your ideas
- a thirst for knowledge and commitment to continuous improvement
- a flexible, responsive and can-do attitude
- Experience in successfully managing/understanding budgets