

Role Description – Communications Managers

Department	Marketing and Communications
Location	Motorsport UK, Bicester Motion
Hours of Work	Full time, Core hours Monday to Friday 9AM-5:30PM, with flexibility required to include regular weekend event attendance
Manager	Director of Marketing and Communications
Grade	D
Direct Reports	0

The Marketing and Communications department is focused on achieving a wholesale shift in the way Motorsport UK reaches out, connects with and engages the motorsport community and wider public, and ensuring the effective communication of key messaging to achieve our vision in support of the overall strategic priorities: to clearly articulate our purpose and values and create greater understanding across existing and new audiences; enhance and extend the Motorsport UK marketing and communications platform; and increase Motorsport UK's direct membership and fan base.

We are looking for two Communications Managers to implement the communications strategy and project manage multiple workflows including programmes and campaigns, media relations and storytelling.

COMMUNICATIONS MANAGER – MOTORSPORT

This role will focus on the sporting perspective of Motorsport UK's activities, including communications management across its British Championship portfolio i.e., the British Kart Championships, British Rally Championship and British Rallycross Championship, a diverse array of grassroots disciplines and events, and the participation of UK competitors on the world stage. Knowledge of motorsport and experience of working in motorsport communications are desirable.

The remit will involve keeping in touch with the latest news and developments within the community, building relationships with stakeholders, and developing news, features and opportunities for a variety of external and internal stakeholders, media, and Motorsport UK's publishing platform, which includes its monthly digital magazine, Revolution.

COMMUNICATIONS MANAGER – CAMPAIGNS

This role will focus on reaching out and connecting with new members, fans, media opportunities, events, and platforms, with the aim of bringing both the sport and Motorsport UK's progressive initiatives in the realm of Equality, Diversity and Inclusion and Sustainability to wider audiences not currently engaged with motorsport. A knowledge of and interest in motorsport is desirable, but equally important is experience of dynamic communications environments and a proven track record of getting clients, products and services talked about and audiences engaged.

It is a role that calls for creativity and an appetite for seeking out new opportunities and ideas, and bringing them to life – through storytelling, media relations, events, and other activations.



Both roles will report to the Director of Marketing and Communications and will be closely aligned with the department's other constituent functions, including Brand, Member Engagement and Content.

MAIN RESPONSIBILITIES

- Clearly articulating the Motorsport UK vision and fostering greater understanding of the organisation and the sport.
- Continuously developing the narrative that positions motorsport in a positive light and as an inclusive and accessible sport.
- Conceiving communications plans for programmes and campaigns, and project managing their delivery.
- Preparing compelling written content including deadline-driven press releases, website news, feature articles, member direct mails, as well as copy for a range of publications, with the flexibility to write in different styles to suit the context.
- News and issues monitoring.
- Providing the Content Manager with information for social media posts and scriptwriting support for video productions.
- Assisting the Brand team with copy for activations and ideas for growing awareness of the identity.
- Attending motorsport and other events on a regular basis.
- Supporting the Director of Marketing and Communications on all matters pertaining to organisational reputation and issues and crisis management.
- Managing and reporting on your plans, KPIs and successes weekly.
- Supporting the communications requirements of other departments, particularly Sport, Safety, Commercial, Membership, and Learning and Development.
- Creating presentations that succinctly communicate key ideas and propositions.
- Proofreading to ensure accurate and high-quality work.
- Deputise for other members of the Marketing and Communications team where required, due to absence or availability.

QUALIFICATIONS, ADDITIONAL SKILLS AND EXPERIENCE

- A communications, marketing or media related Degree.
- Five years of professional experience in a similar position related to communications, marketing and media.
- A confident personality.
- Knowledge of and interest in motorsport.
- Excellent writing skills including the ability to produce compelling copy.
- A hands-on attitude, willing to roll up your sleeves and work strategically and creatively.
- Hard work ethic and high degree of integrity.
- Substantial contact book and relationships.
- Ability to work and manage time independently and prioritise tasks.
- Highly methodical with good organisational skills.
- Excellent IT skills (Microsoft Office suite), knowledge of Adobe products, SharePoint, OneDrive, Google Drive, Dropbox, Mailchimp and a practical understanding of website CMS, experience of social media management platforms and contemporary internal communications tools i.e., Teams.
- A flexible approach when working as an important part of a team.
- Strong communication skills to liaise with colleagues, suppliers, and partners at all levels.
- Excellent punctuality, timekeeping, and attendance.
- You must have a full, clean driving licence.



TERMS AND CONDITIONS

Weekday hours at Motorsport UK Headquarters will be Monday to Friday between 9.00 am and 5.30pm and our typically 37.5 hour 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 are likely to have to work extra hours when deadlines are approaching, including working late to get a job finished to everyone's satisfaction.

This role requires attendance at Motorsport UK events and therefore some weekend and evening working will be required with some flexibility to meet workload.

Although based in Bicester, this role will require travel to other parts of the UK.

Motorsport UK is an equal opportunities organisation. Our mission is to celebrate and enable participation in motorsport in a safe, fair, fun, inclusive and progressive environment. As an organisation we are committed to fostering a workplace where everyone can perform at their best whatever their background. We therefore encourage applications across all ethnicities, religions, age groups, sexual orientations and gender identities.

Please apply to hr@motorsportuk.org enclosing your CV with a covering letter and contact details, making clear which position you are applying for. No agencies please.