

JOB DESCRIPTION: Digital Marketing Platform Manager

Department: Marketing & Communications

Location: Motorsport UK, Bicester Motion

Hours of work: Full time

Manager: Director of Marketing and Communications

The Team

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.

Role purpose

You will apply your technical insight into all things digital within a progressive and enthusiastic team. This role is responsible for identifying ways of using data and insight in order to achieve marketing objectives, including supporting the marketing and communications department with email marketing, database management, insight and CRM.

Responsibilities

- Work with the Director of Marketing and Communications and IT Director to implement and build on Motorsport UK's digital strategy
- Support Marketing and Communications and other teams to help develop, deliver, promote and evaluate digital marketing campaigns that enable Motorsport UK to communicate with its key audiences and drive engagement with its channels
- Manage Motorsport UK's relationship with external web development and support agencies
- Respond to user queries regarding digital channels
- Create and deliver a calendar of insight to improve CRM, understand Motorsport UK's audience and aid marketing and communications objectives
- Data segmentation for email marketing
- Database management including data segmentation to improve retention and acquisition
- Work closely with the membership team to create an improved customer journey for members through CRM activity, in order to improve retention rates
- Identify opportunities to engage member groups
- Support for membership marketing outreach activity

- Take ownership of EDM, working with the IT Director to integrate with the Membership database, and reporting on email marketing campaigns
- Development of new technologies/formats for marketing and communications activations
- Driving improved efficiencies in data management
- Wider assistance in marketing content delivery
- Provide guidance to member clubs on digital activations and best practice
- Support the organisation's survey tool requirements

Person Profile

- An analytical mind, and an interest in understanding data, identifying opportunities and implementing processes to improve efficiency
- Highly adept with Microsoft Office suite, Adobe products, Sharepoint, One Drive, Dropbox etc.
- An appetite to identify and embrace new technologies and tools, where they are beneficial to the needs of the organisation
- Comfortable working with a variety of stakeholders and communicating your plans to senior staff
- Experience of MailChimp and survey monkey
- Understanding of and ability to use database management processes and software email marketing platform
- In-depth knowledge of database segmentation and management
- Significant experience of CRM software and insight tools
- Good verbal communication skills
- Good presentation skills
- Excellent attention to detail
- A flexible, responsive, can-do attitude
- Passion and enthusiasm for delivering high quality work

Terms

Working hours are typically 37.5 hours a week, often with some flexibility around start and finish times to get the job done.

While the majority of the role is office based, you will be required to attend external client meetings and as sport happens at weekends and you must be fully committed to travel to a number of events and support as required. You will of course get time off in the week to compensate for that!

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.