

Role Description – Marketing Assistant

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	Marketing Manager

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 to add to our current marketing team with the role Marketing Assistant to implement the marketing strategy and assist with the day-to-day activities of the Marketing Team.

MARKETING ASSISTANT

This role will focus on supporting the Marketing Manager on member communications, and branding executions, while playing a key role in providing internal marketing support to other departments.

The Marketing Assistant will provide social media support to the governing body's community groups, while servicing the needs of our Trackside and K-I licence holders. The remit will involve keeping in touch with the latest news within the community, working closely with motor clubs, regional associations and other membership groups.

Knowledge of UK motorsport and motorsport marketing experience are desirable

MAIN RESPONSIBILITIES

- Supporting the Marketing Manager on campaigns and day-to-day marketing activities.
- Maintaining a content plan and producing copy for monthly member newsletters and email communications.
- Copywriting for campaign materials.
- Assisting with Brand Team projects.
- Supporting the Learning & Development & Commercial Teams with marketing activity.
- Day-to-day servicing of the Motorsport UK Trackside & K-I memberships.
- Managing Motorsport UK's community Facebook Groups.
- Organising and managing Motorsport UK's photo library.
- Ensuring Motorsport UK member mailing lists are kept up to date.



QUALIFICATIONS, ADDITIONAL SKILLS AND EXPERIENCE

- A communications, marketing or media related Degree.
- 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.
- 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, , with some flexibility around start and finish times so we make sure we get the job done!.

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 on occasion.

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.