



### Job Description

<b>Job Title</b>	<b>Digital &amp; Social Executive</b>
<b>Reporting To</b>	<b>Senior Event Brand Manager</b>
<b>Department</b>	<b>Commercial Marketing</b>

### Job Purpose

You will be responsible for the maintenance and development of Silverstone.co.uk, monitoring and updating of social media platforms, fulfilment of the email transmission strategy and day-to-day management and usage of all centralised data.

### Key Responsibilities

- To maintain up to date content on all pages of Silverstone.co.uk using the Word Press CMS solution
- Manage presence on social networking sites including Facebook, Twitter, LinkedIn, YouTube and other similar community sites and seeding content into social applications as required
- Proactively promote Silverstone events through SM platforms and appropriate third party websites
- Respond to all online comments and questions in a timely and appropriate manner using consistent messaging and tone of voice
- To ensure all data capture points are identified and relevant feeds into the centralised warehouse set up – Wi-Fi
- Be responsible for the production and maintenance of event day material
- To manage and coordinate the brand email transmission plan – B2B & B2C
- To collate and distribute weekly/monthly e-commerce / social media performance reports including web, PPC and email
- To monitor PPC terms and co-ordinate updates for seasonality and promotions.
- To ensure the latest photography / video is featured online
- To be familiar with budgets and manage all committed expenditure and invoices for E-Commerce and CRM activity
- To monitor and report on competitor online promotion and performance – B2B & B2C

#### **Silverstone Circuits Ltd**

Jimmy Brown Centre, Silverstone Circuit, Northamptonshire, NN12 8TN, United Kingdom  
+44 (0)844 3728 200 info@silverstone.co.uk www.silverstone.co.uk  
Company No. 882843 VAT No. GB 170160935 Registered in England and Wales



- To work on specified event days with photographers and or film crews as required
- To assist with ad hoc marketing requirements and departmental administration
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To support the Snr. Event Brand Manager

### **Key Relationships**

External

Media, Local Community, Customers, Web Agency, Creative Agencies

Internal

All departments

### **Knowledge, Skills & Qualifications**

- Flexible approach to working hours, including weekends and some evenings.
- Full clean UK driving licence
- Experience working in a Marketing and/or Communications environment that is looking to gain further skills and experience.
- Strong administration experience
- Experience with using outbound e-marketing software.
- Experience of web content management systems.
- Ability to format and manipulate images in Adobe Photoshop
- Good Understanding of digital media.
- Advanced skills in Microsoft Office
- Understand the principles of Marketing and communications.

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