



## Job Description

<b>Job Title</b>	Snr Event Brand Manager
<b>Reporting To</b>	<b>Commercial Director</b>
<b>Department</b>	Commercial Marketing

### Job Purpose

You will be responsible for creating & delivering the marketing communications strategy for all consumer events – F1, WEC, Moto GP, Speed Machine

### Key Responsibilities

- Develop integrated marketing campaign strategies and activity plans that use channels effectively
- Identifying key target audience, managing and segmenting data, identifying gaps, and identifying a data acquisition strategy.
- Develop CRM strategies for each campaign and coordinate CRM activity including communication emails, data pulls.
- Identify and secure essential media partnerships and other third party promotional partnerships to broaden reach and exposure of events
- Produce and manage a positive web presence. Manage the implementation, tracking and measurement of integrated marketing campaigns, on time and within agreed budget
- Brief external agencies including creative, digital, PR and media planning to deliver campaign activity
- Manage agency campaign implementation and performance against agreed campaign activity
- Be responsible for the production and sourcing of all campaign materials
- Carry out post campaign analysis to report KPIs and distribute learning for future campaigns
- Complete competitor benchmarking for promotional activity and report regularly
- Coordinate campaign activity including website updates, social media activity and PR activity to deliver campaign objectives
- Overseeing photography and videography and managing specific events within the programme.
- Ensure campaign materials are aligned to overall collateral guidelines
- Liaise with the PR support to deliver supporting activity for campaigns as required
- Manage and monitor budgets, provide accurate recording of spend.

#### **Silverstone Circuits Ltd**

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



- Provide weekly on-going events and campaign effectiveness reports, and make recommendations to drive continuous improvement, achieve revenue targets and optimise budget spend
- Liaise with event partners to maximise all opportunities

### **Key Relationships**

Commercial Director, Senior Management Team, Commercial Marketing, Sales, Finance, Events and Drive  
External Clients

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

- Flexible approach to working hours, including weekends and some evenings
- Full clean UK driving licence
- Ambitious, commercial marketer with digital marketing experience
- Experience of managing budgets and financial planning
- Knowledge and experience of successful end-to end event planning
- Confident communicator who will network and develop strong and productive business relationships with our suppliers, agencies and internal stakeholders.
- Strong and creative copywriting skills.
- Excellent knowledge of brand management
- An analytical and creative thinker
- Able to manage a demanding schedule and deliver multiple marketing projects to deadline
- Self-motivated with a proactive approach to all work activities.
- Advanced Microsoft Office skills including Word, PowerPoint and Excel.
- A true passion and expert knowledge of the events industry

#### **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