



Job Description

Job Title	Events Marketing Manager
Reporting To	Head of Marketing
Department	Communications

Job Purpose

The Events Marketing Manager is responsible for creating and delivering Silverstone's marketing campaigns according to the annual events calendar. To develop and lead on the overall strategic marketing activity for the 40 public events and responsible for the PR direction of Silverstone Circuits brand and events calendar. To manage the PR operation on event, responsible for the media accreditation process, crisis management communications and working with the filming crew, leading on event as the National Press Officer.

Key Responsibilities

Strategy and Planning

- Work closely with the Head of Events and Commercial Director to develop the annual Event Marketing and PR plan
- To increase awareness of and to sell tickets to events and work closely with the external stakeholders such as F1, MotoGP, WEC, BSB, BTCC, Speedmachine and other event organisers to formulate marketing plans to meet event objectives
- To develop the PR strategy for Silverstone Circuits events calendar.

Coordinating, Managing and Reporting

- Coordinate and produce content for Silverstone events via digital platforms including website, blog, EDM's, social and online advertising
- Create and monitor campaigns to represent the Silverstone brand according to brand guidelines
- Coordinate the production and distribution of printed marketing materials- pre event launch material and on event
- Collaborate with the PR agency for Silverstone Circuits
- Coordinate the production and distribution of advertising across multimedia with a heavy focus on digital communications
- Coordinate PR activity with partner organisations including third party agencies, sponsors and clients
- Reporting on campaign analytics and effectiveness against objectives, including internal reports that provide meaningful information to respective stakeholders
- Responsible for the event marketing budget and monitor spend

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



- Ongoing tracking and reporting ROI against activity and sales trends for each event to present back to internal and external stakeholders
- Manage the design of any marketing collateral, to create engaging copy across all platforms while working to a managed budget
- Manage photography and videography on event
- Maintain and build relationships with external and internal stakeholders such as, event organiser, agencies, suppliers and industry contacts
- Manage and co-ordinate the local and regional distribution of marketing collateral for events
- Assist with communications as required to support the PR and crisis communications plans for events
- Identifying key target audiences, managing and segmenting data, identifying gaps - develop CRM strategies for each campaign and coordinate CRM activity including communication emails
- Manage and execute marketing campaigns, on time and within agreed budget
- Work with and brief external agencies including creative, crm, digital, PR and media to deliver campaign activity to meet business objectives
- Complete competitor benchmarking for promotional activity and report regularly
- Liaise with the PR agency to deliver supporting activity for promotional campaigns as required
- Provide weekly on-going events and campaign effectiveness reports, and make recommendations to drive continuous improvement, achieve revenue targets and optimise budget spend

Knowledge and Skills

- 2:1 degree qualified in marketing or related field
- Full clean UK driving licence
- At least 5 years Marketing and PR experience in an event environment with some experience of marketing large scale events
- Enthusiastic, positive can-do attitude, great team player
- Open to change and ability to embrace change, willingness to learn and is a problem solver, innovative strategic thinker
- Ability to work and thrive in a fast paced environment
- Emotionally and professionally mature
- A positive and vibrant personality with a creative and analytical mind set
- Highly organised with the ability to manage multiple projects and competing priorities to meet deadlines
- Excellent written, verbal and interpersonal communications skills with strong writing, proofing and editorial skills – excellent attention to detail
- A proven ability to report on the effectiveness of a marketing campaign
- A high level of expertise in Microsoft Office suite
- Understanding of all the components of the marketing strategy including print and digital media and how to effectively combine these elements
- Flexible approach to working hours, including weekends and some evenings
- Ambitious, commercial marketer with digital marketing experience

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- Knowledge and experience of successful end-to end event planning within budget
- Able to work successfully with internal stakeholders & external contacts
- Must have a proven success rate in selling tickets to events and running the PR for events

Key Relationships

Executive Team, Marketing and Communications Team, Corporate Sales Team, Hospitality Sales Team, Track and Automotive Testing Sales Team, Contact Centre Team, Events Team, Catering Team, Drive Experiences Team, Merchandising Team.

BRDC, Silverstone Experience and External Agencies, Motorsports Industry Media, Local and National Press Journalists and Event Organisers.

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