



Title: Marketing & Communications Executive

Location: Club office at Donington Park Race Circuit, but with some travel required to events, partners etc.

Overview: The 750 Motor Club is one of the UK's leading motor clubs and has a particular focus on circuit racing & our motoring heritage along with other forms of competition and social events. The club has a current membership of around 1400 people and manages a portfolio of 13 race championships and series and consequently organises circa 20 race days per year at all major venues in the UK.

The club has a proud heritage in UK motorsport and in addition to managing its current racing championships organises and promotes events and gatherings for members including car tours, sporting trials and the largest annual Austin Seven rally in the world. The club is currently one of the largest race organisers in the country with a turnover of around £1million and is governed by a board of directors made up of volunteer club members. The club aims to be the leading provider of truly accessible motorsport in the UK, with an emphasis on good value, enjoyable, family oriented motorsport.

To deliver on its aims, the club employs a small team of 3 staff: a Competitions Manager and an Administration Assistant as well as this role. The Marketing & Communications role is vital to the success of the club as it combines the responsibility for developing and implementing **Marketing & Communications strategy** across the club's complete activity set (racing & heritage) with development and implementation **our offer to heritage & non-racing members**.

Key Responsibilities:

1) Marketing: Working with the Competition Manager & club members to manage all marketing and promotion associated with the club's range of racing, trials and heritage activities.

This will include organising the clubs participation at exhibitions, trade shows, rallies and other events. Establishing productive relationships with members, centres and the industry press; developing and maintaining electronic mailing lists, producing and distributing marketing communications' and overseeing the successful launch of new products (championships, heritage events, etc).

Assisting the Competitions Manager and centres as appropriate in developing new products. Undertaking relevant market research both amongst our membership and those external to the club; establishing competitive market data and making recommendations.

Developing new marketing initiatives and marketing plans both for individual products and services and the club as a whole in order to meet pre agreed objectives.

2) Communications: Emphasis on developing our print and web based communications with all members, including Facebook, Twitter & YouTube in addition to assisting the Competitions Manager and heritage members to maintain and develop the clubs new website.

3) Heritage & Non Racing: Develop and grow heritage (& other non-racing) activities to meet member needs – including hands on development, organisation and promotion of initiatives and events. Act as the co-ordination point for heritage members.

4) Sponsorship & Advertising: Developing sponsorship offers for our club championships, maximising sponsorship benefits for both new and existing partners. Increasing advertising revenues from both our monthly bulletin and new website.

Developing relationships with trade suppliers to be able to strengthen our membership benefits and improve the clubs offer to motoring and motorsport enthusiasts.

Building our Regalia sales & developing new income streams

Essential criteria & qualifications

- A passion for motoring and motorsport; or a natural enthusiast who will quickly develop a passion for our activities.
- Extensive experience & strong track record in all aspects of marketing.
- Strong web & social media skills
- Demonstrated ability to build relationships and partnerships
- Full UK driving licence and own vehicle

Terms

Full time role with target salary (base and target bonus combined) in region of £25k/yr. Involves travel across UK in own vehicle with mileage payment. Use of club vehicles may be required. Weekend attendance of events will be required from time to time. Holidays of 20 days initially building to 25 days per year. Pension contribution after 1 year's service. This role will report to the Competitions Manager and will also attend all board meetings to represent heritage and non-racing member issues.

Applications

Please send a CV and cover letter by email to Colin.Chapman@750mc.co.uk. Applications close on April 22nd.