



Communications and Events Executive

Contract Type: Full-Time/Part-Time, Permanent

Location: Based in London Office, with option for regular remote working; some travel within UK required.

Salary: Dependent on experience

The education charity Racing to School is a small, ambitious organisation that works across the horseracing industry to support the learning and development of young people. Free educational programmes are delivered for schools and colleges at all GB racecourses and other industry-related venues. In 2024, the charity achieved a record year of participation, engaging over 17,000 young people across 456 events.

[Racing to School](#) leads and promotes the [Racing Together](#) partnership, which embraces all of horseracing's community engagement activity undertaken by a range of charities and commercial organisations. Both areas of the work rely on high quality communications and event management.

This important role represents an exciting opportunity for a creative and enthusiastic individual with communications experience to work within a collaborative and supportive team. Reporting to the Racing to School Fundraising and Communications Manager and Racing Together Community Engagement Manager, the position will also work closely with the Chief Executive and small staff team, further supported by a committed Board of Trustees.

The ideal candidate will have a demonstrable track record in producing quality, creative communications and growing an audience on social media. Strong organisational skills are required, and experience of event management support is also desirable.

Ideally, an interest in horseracing, and preferably some exposure to the industry can be evidenced but this is not essential. The successful candidate will be creative and have excellent communication and inter-personal skills to build and sustain relationships at all levels.

The key responsibilities within the role will include, but are not limited to:

- Communications
 - Create and upload website content including web stories and information pages
 - Produce design assets and high-quality written communications, such as marketing emails and newsletters
 - Responsibility for all charity social media channels
 - Drafting press releases
 - Regular liaison with the delivery team and wider industry
 - Generating opportunities to raise funds and awareness of the charity's work and impact
- Events
 - Contribute to online and in-person event coordination and programme support, plus related communications
 - Supporting delivery of education and community events, as and when necessary
 - Attend events as required as an ambassador for Racing to School and Racing Together

- Other responsibilities
 - General administration tasks
 - Supporting the British Horseracing Authority's (BHA)'s HR and Careers in Racing with inductions and careers-based events
 - Keeping continuously up to date with industry developments and any related potential new sources of fundraising or partnerships.

What We're Looking For:

Qualifications, Skills, & Experience:

- Experience: 1+ year experience in a similar role is desirable but applications are welcomed from candidates who meet other criteria
- Communication skills: can demonstrate strong written communication skills including ability to tailor content to different audiences; strong attention to detail
- Technical skills: understanding of social media platforms, algorithms, content formats and audience engagement techniques; experience with WordPress, Adobe Creative Cloud apps and Canva is desirable, so too working with CRM systems such as E-tapestry
- Project working: proven ability to handle multiple projects and deadlines
- Event support: experience of supporting planning, developing and delivering in person and online events.

Personal Attributes:

- Self-motivated and proactive with a passion for social impact
- An interest in the charity sector
- An appreciation of the horseracing industry

What we can offer you

- Training and other professional growth opportunities
- Experience of working with a well-known industry charity with a reputation for innovation
- Social events organised by the British Horseracing Authority
- Monthly contribution towards a wellness activity
- Bupa private medical scheme or cash plan options
- Access to 24/7 Employee Assistance Programme
- Train season Ticket loan
- Life Assurance
- Cycle to work scheme
- Hybrid working
- X 2 paid Volunteering Days pa

As the needs of the charity evolve this role will change accordingly, therefore this document should be viewed as a guideline that may be subject to change. We welcome enquiries from everyone and value diversity in our workforce.

If you feel you have the relevant skills and experience, please apply by completing our application form using the following Link: [application form](#).

The closing date for applications will be: **Sunday 26 January 2025**.

Interviews will be held immediately and may be in person or remote.