



Premier Raceday Brand Manager Job Description

JOB TITLE:	Premier Raceday Brand Manager
ORGANISATION:	Great British Racing
REPORTS TO:	Head of Marketing
ROLE:	12-month fixed term contract
LOCATION:	London based / hybrid working (with travel required)

OVERVIEW

Great British Racing (GBR) is the central promotional and marketing body for British Horseracing. Its aims are to broaden racing's popularity and, in doing so, help increase engagement with and participation in the sport through racegoing, TV viewing and shared racehorse ownership.

The industry has developed Premier Racedays to showcase the best of British horseracing. Launched in January 2024, Premier Racedays comprise 170 racedays throughout the year across 36 racecourses - which is equivalent to 11% of the total 2024 fixture list. Premier Racedays have their own visual identity, which racing is using to signpost its premium product to attendees, punters and TV viewers. Great British Racing is responsible for managing the rollout of the Premier Raceday brand and working alongside stakeholders to promote its use.

JOB PURPOSE

The Premier Raceday Brand Manager will play a crucial role in delivering the brand rollout and promotion for Premier Racedays. They will act as a central point of contact for all industry stakeholders using the Premier Raceday visual identity, ensuring its consistency in presentation and delivery across all mediums and stakeholders. They will also be involved in various Industry Strategy fan engagement initiatives, aimed at enhancing the appeal and significance of Premier Racedays.

KEY RESPONSIBILITIES

Support stakeholder racecourses to deliver the Premier Raceday identity across:

- Raceday creatives (e.g. racecards, big screens and scripts for raceday announcer)
- Social media assets
- Digital advertising assets
- Email comms (pre and post raceday)
- Visibility on stakeholder websites/apps
- Racecourse branding (boards, parade ring, run-in boards, flags, banners)

Work closely with publications, industry participants and commercial partners to promote the Premier Raceday identity, including:

- Industry publications and media
- Weatherbys and their industry participants channels
- Industry associations
- Broadcasters: ITV, SSR, RTV

- Betting feeds and betting partners

Other Responsibilities:

- Stay abreast of all Premier Raceday initiatives, support stakeholders where required and ensure the premium nature of Premier Raceday is upheld.
- Build and maintain effective working relationships with other racing organisations including jockeys, trainers, local racecourse teams, betting and broadcast industries, the British Horseracing Authority and other professional bodies.
- Support various Industry Strategy fan engagement initiatives to enhance the customer experience and bring Premier Racedays to life.
- Monitor and assess the success of the brand rollout, conducting project reviews and preparing activity plans, reports and minutes.
- Stay abreast of industry trends, best practices, new technology and networks and recommend innovations for implementation.

This JD is not exhaustive and is subject to change according to the needs of the business.

PERSON SPECIFICATION

- Excellent communication skills, including meticulous written skills
- Exceptional selling in skills and an ability to win over stakeholders to adopt the Premier Raceday visual identity and uphold associated premium standards
- Creative thinker who relishes coming up with innovative promotional ideas
- Proven ability to take initiative, be proactive and work efficiently under time constraints
- Highly organised with an ability to multi-task and manage several projects at various stages whilst remaining calm and professional
- Confident and effective presenter
- Enthusiastic, dedicated and collaborative team player
- Strong attention to detail
- Desire to work in a premium brand environment
- An interest in horseracing and the wider sports industry

Throughout its work, GBR is committed to the following values:

- **Inclusive:** We welcome everyone, celebrate our differences and give everyone a voice. Committed to diversity and inclusion on an ongoing basis, not as a one-off activity
- **Creative:** We act as a vehicle for trial, innovation and creativity within racing
- **Integrity:** We are honest and trusted and do the right thing
- **Credible:** We are experts in our field and are respected for our work
- **Passionate:** We are enthusiastic advocates for the sport and the organisation