



- JOB TITLE:** Welfare Communications Executive
- REPORTS TO:** Head of Welfare Communications
- ROLE:** Full time
Flexible home working with up to four days a calendar month in the London office
- REQUIREMENTS:** Full driving licence and ability to travel essential to both support events and undertake meetings

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 ownership. A key part of our remit is to showcase the levels of care that our racehorses receive throughout their lives and promote better understanding of the sport's commitment to equine welfare amongst the wider public.

JOB PURPOSE:

We have a fantastic opportunity for a talented communicator to join GBR's Public Relations team to help tell the story of equine welfare in horse racing. Supporting the Head of Welfare Communications, the role will help to deliver the wide-reaching and cross-industry communications strategy along with promoting key aspects of the Horse Welfare Board's *A Life Well lived* strategy. This role's core purpose is to positively and proactively tell racing's welfare story and demonstrate the sport's commitment to ensuring all horses bred for racing lead a life well lived amongst external audiences.

Key Responsibilities

- Support the Head of Welfare Communications on all welfare communications activations and projects
- Play a key role in the launch and promotion of National Racehorse Week, ensuring that we are attracting a wider consumer audience and gaining coverage in a wide variety of media titles
- Develop external communications plans for key Horse Welfare Board related projects
- Delivering quality coverage for the sport selling in stories to media, bloggers and online influencers
- Write and produce promotional material of the highest calibre including press releases, videos, newsletters and shareable online content and ensure its effective distribution to and syndication to the media, TV broadcasters and GBR channels.
- Create and run press events as appropriate which help to engage consumer press and broaden coverage of racing commitment to welfare
- Contribute to stakeholder management and communications, including the development of tools with which to keep our partners up to date on our work.

- Build and maintain effective working relationships with other racing organisations including, but not limited to, the Horse Welfare Board project team, local racecourse teams, trainers the British Horseracing Authority, and other professional bodies.
- Handle issues and concerns in a timely and professional manner, escalating as appropriate

Person Specification

- Minimum of 4 years' experience in a PR or communications-focused environment
- Proven ability to gain media coverage within a fast-paced and results-driven PR communications environment
- Able to work autonomously, as well as part of a team, and think strategically
- Excellent communications skills including meticulous writing abilities; strong organisational skills and the ability to multi-task
- An established contacts book would be beneficial and evidence of ongoing relationships with relevant media, particularly online and consumer contacts as well as high profile influencers
- Exceptional selling-in skills and ability to pitch to journalists
- Creative thinker with the ability to turn ideas into reality within budgetary and time constraints
- Excellent inter-personal skills and the ability to develop strong working relationships with journalists, online influencers, ambassadors, consumer brands and team members.
- Experience of corporate comms, issues management and stakeholder management
- A passion for communicating racing's commitment to horse welfare

Ends