



GOODWOOD

The Role

The role of Lifestyle PR relates to the whole of the Goodwood Estate and reports to the Head of Sports Marketing with a dotted line to Head of Motorsport Marketing. This is a 20 hour role which can be accommodated flexibly in agreement with the candidate. The nature of the role means that the incumbent needs to be office based within Goodwood House, although it is envisaged regular travel to London and to regional media is likely.

About us

At Goodwood, we celebrate our 300 year history as a quintessentially English Estate, in modern and authentic ways delivering extraordinary and engaging experiences. Our setting, 12,000 acres of West Sussex countryside and our story both play significant roles in Goodwood's success. What really sets us apart is our people. It is their passion, enthusiasm and belief in the many things we do that makes us the unique, luxury brand we are.

Passionate People

It takes a certain sort of person to flourish in such a fast-paced, multi-dimensional environment like Goodwood. We look for talented, self-motivated and enthusiastic individuals who will be able to share our passion for providing the “**world's leading luxury experience.**”

Our Values

The Real Thing

Always inspired by
Goodwood's heritage

Derring-Do

Daring to surprise and
delight

Obsession for Perfection

Striving to do things
even better

Sheer Love of Life

Sharing our infectious
enthusiasm

Purpose of the role

Working closely with the PR and marketing teams you will be responsible for developing Lifestyle PR year-round across the whole Estate, with a particular focus on Goodwoof, the Goodwood Revival and the Qatar Goodwood Festival events. You will be instrumental in the development and delivery of PR that delivers value in terms of brand awareness to help with audience acquisition. Essentially this role will seek out the stories that are as yet untold and find creative ways to position them within a wide range of media platforms.

Key responsibilities

Strategy & Planning:

- Developing the essential ‘black book’ of key lifestyle PR editors and maintaining relationships year round
- Contributing to PR strategy planning with ideas that support the Estate’s overarching marketing objectives
- Advising on relevant lifestyle content for the Estate’s social channels

PR

- Developing and delivering creative ideas to promote the Estate’s lifestyle stories with particular emphasis on Goodwoof, Revival and the racecourse year round
- Generating long-lead fashion and lifestyle stories for QGF in order to further build the brand profile and support ticket sales
- Supporting the lead PR on the Magnolia Cup charity race with the aim of leveraging all PR potential through the charity, jockeys, silks designer and any associated partners
- Hosting relevant and agreed lifestyle press at QGF and Revival along with the support of the PR and marketing teams
- Creating stories and gaining coverage for all non-passion stream events/activities such as iFOS, sustainability and fashion broadly

Monitoring, Analysis & Trends:

- Reporting on lifestyle/fashion PR coverage obtained
- Staying abreast of national trends and lifestyle stories and flagging up opportunities for Goodwood

Qualities you will possess

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| <ul style="list-style-type: none"> • 5 years plus experience in lifestyle PR • Passion for what you do • Positive and friendly with a “can do attitude” • Attention to detail • Real integrity in storytelling – what we do needs to be entirely credible, steeped in history and fact • Excellent written and interpersonal skills with the ability to adapt communication styles depending on the audience | <ul style="list-style-type: none"> • An ability to work within tight deadlines • Ability to prioritise, organise and work with initiative • Confident to make decisions and to stand by them • Good negotiation and influencing skills • A sense of fun! |
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What do you need to be successful?

Each role is assigned a level against our expected behaviour. Your role levels are set out below.

BEHAVIOUR	LEVEL
Think Customer	3
Taking Personal Responsibility	3
Communication and Trust	3
Encouraging Excellence & Commercial Success	3
Working Together	3