

Job Description

Marketing Executive

The role of Marketing Executive for The Curragh Racecourse reports into the Marketing Manager and the responsibilities & competencies required for are as follows:

Role Purpose

Responsibilities:

- Marketing – assist with strategy, development, and implementation.
- Assist manager with copywriting for email, websites, and social media channels.
- Graphic design - Assist manager with creation of graphics.
- Ensures that all brand creative delivers a consistent brand message and adheres to brand guidelines.
- Event planning – assist with planning, logistics and execution.
- Public relations – assist with communications, press conferences, media guides, accreditation, catering.
- Raceday duties, primarily social media content creation and event management.
- Assist with race day photography brief requirements.
- Liaise with manager regarding Curragh digital and event obligations for sponsors.

Key Capabilities

Customer Focus

- Knows who the customer is
- Always interacts professionally with the customer and adapts own manner to suit individual customer needs
- Takes pride in delivering a high quality service

Developing Self

- Actively seeks to develop by seeking feedback to gain insights for required improvement and proactively identifies skills gaps
- Develops self-awareness through being curious, listening and sharing with colleagues
- Uses internal opportunities to learn about wider organisation along with knowledge of own role

Energy & Pace

- Approaches every activity with a desire for success and a 'can do' attitude
- Understands own goals and objectives and how these impact wider department objectives
- Displays an understanding of the importance of deadlines and an ability to meet same, striving to surpass expectations while maintaining high standards for attention to detail and adhering to company procedures

Innovation & Change

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- Brings potential solutions rather than problems to manager/colleagues
- Considers all activities to be worthy of review for effectiveness and efficiency of process
- Adjusts positively to changing tasks or new responsibilities when needed and is comfortable with new technologies

Leadership

- Focuses on individual accountability in roles and takes responsibility for the successful completion of own tasks
- Shows initiative and energy to get things done
- Is creative in approach and can think outside the box in terms of problem solving

Team

- Builds relationships with team members and stakeholders
- Shares knowledge with others and is open to learning from other colleagues
- Illustrates willingness to help others and is approachable

Skills and Experience

- A relevant third-level qualification with 2 to 3 years' experience in a similar role.
- Excellent presentation and interpersonal skills with the ability to build and maintain strong relationships with external stakeholders.
- Excellent attention to detail and organisation skills with the ability to multitask working to deadlines in a fast-paced environment.
- Ability to learn quickly and work on own initiative.
- Strong attention to detail with high quality work output.
- Strong experience of Microsoft Office packages with copy writing competence.
- Experience in graphic design with Adobe InDesign, Photoshop and Illustrator desirable.
- Flexibility in relation to working hours and experience working as part of a team.
- High energy and results oriented with a passion for all things digital.