



Communications and Events Manager
Salary £35,000 - £40,000

The Racing Foundation is about to embark on the delivery of its most ambitious strategy to date; a strategy that will see it be a catalyst and funder of improvement for the British horseracing and Thoroughbred breeding industries, delivering real impact over the next three years. To ensure we effectively engage with our stakeholders, deliver our ambitions and fulfil our purpose we require an exceptional Communications and Events Manager.

The role will focus on the creation and delivery of both communication and event strategies that will allow us to communicate about our work, sharing best practice, increasing knowledge and challenging traditional thinking. This is a new post and an expansion of the small existing organisation to allow us to deliver this vital area of work. You will be able to think strategically but also prepared to undertake the delivery. The role is home based but a willingness to travel as required will be essential including a likelihood of travel to London several days a month.

If you have events and communications experience at both a strategic and operational level and a desire to really contribute to enabling change then we would love to hear from you. Further information is available at www.racingfoundation.co.uk/latest-news.

If you would like to discuss the opportunity further please email:
jobs@racingfoundation.co.uk and we will contact you.

To apply, please send your CV, a letter of application and provide 2 examples of pieces of communication or events that you have delivered that have been particularly effective and you are proud of to: jobs@racingfoundation.co.uk

Closing date 4th January 2021.

The Racing Foundation is committed to creating a diverse environment within our own organisation and across our sport and is proud to be an equal opportunity employer. We are fully focused on equality and will ensure diversity and inclusion is facilitated by our own recruitment practices.

Job Description

Job Purpose:

To develop, organise, deliver and evaluate a communications strategy to develop and promote the Foundation's brand, its activity and the wider activity it funds.

To develop, organise, deliver and evaluate an events strategy as an integral part of the communications strategy and to contribute to a wider learning culture within the horseracing and breeding industry.

Key relationships:

Reporting to: Chief Executive

Directly working with: Chief Executive and Grants Manager

Other key relationships: Trustees, racing's governing organisations, racing charities, other industry bodies and grantees.

Main responsibilities:

- To develop and agree the communications and events strategies for Trustee approval.
- To attend racing industry, Association of Charitable Foundation and other relevant meetings, to ensure that the development of the Foundation's strategy and policy is suitably informed by developments in the external environment.
- To liaise with racing's governing organisations, other industry stakeholders, racing charities and grantees to ensure the Foundation's communications and events activity aligns with wider industry activity.
- To prepare reports on progress made against the Foundation's communications and events strategies.
- Project manage events delivery, taking the lead on planning, organisation, promotion, implementation and evaluation.
- Lead on the production of all communication and events materials including: traditional and social media, conference materials, registration and evaluation documentation.
- Oversee the work of any suppliers or stakeholders utilised to support communication or event activity.
- Ensure that all Foundation communications and events are delivered to the highest standard and are aligned with the Foundation's strategic ambitions.
- Deliver effective risk management processes, risk assessment and ensure health and safety requirements are met for all events and activities.

- Deliver plans on budget and achieve value for money.
- Provide a high level of service meeting the needs of internal and external customers.
- Develop strong working relationships with colleagues in the Foundation and across the industry.

Organisational responsibilities:

- Support the Grants Manager to fully exploit the communication and event opportunities available through grant giving activity.
- Contribute to the evolution and delivery of the general commitments, work and strategy of the Foundation.
- Provide general support and assistance to colleagues to enable the Foundation to function effectively.

Individual responsibilities:

- To take ownership and responsibility for ensuring personal learning and development.
- To maintain relevant knowledge and understanding of the communication and event landscape.
- To take responsibility for personal health and safety and well-being.

Person specification

Person specification	
Essential	Desirable
Work experience	
Extensive experience of planning, delivering and evaluating a range of successful small and large-scale events	Delivering events within the horseracing industry
Extensive experience of producing organisational communications to a variety of audiences using both traditional and social media channels	Delivering communications within the horseracing industry

Education and training	
Relevant professional experience	Degree level or equivalent qualification
	Formal marketing, communication, projects or events qualification
Knowledge and skills	
Excellent verbal and written communication skills	
Excellent interpersonal skills	
A team player who is willing to support others	
Ability to use IT applications and social media channels at an advanced level	Intermediate skills in Adobe Creative Suite
Excellent time management skills, with the ability to multi-task effectively and meet deadlines	
Ability to be reactive to workload and re-prioritise when necessary. Use initiative and remain calm under pressure	
A willingness and ability to understand the industry	A knowledge and understanding of the horseracing industry
Personal attributes	
Ability to develop strong and effective working relationships internally and externally	Imaginative, creative approach to engaging with a diverse range of people
An enthusiastic "can do" approach, being prepared to deliver beyond the job "headlines"	
Commitment to be flexible and deliver high standards of customer service	
Willing to undertake some out of office hours work and to national and international travel as required	
A commitment to personal development	
A commitment to engage effectively with a diverse range of colleagues, suppliers and stakeholders	