

## Advertising Profile



# Motorsport Marketing Executive – Department for Enterprise

*6 Month Limited Term Appointment*



## What will you do?

The Department for Enterprise is looking for a proactive and enthusiastic Marketing Executive to join our Motorsport Team, supporting the delivery of marketing and communications activity for the Isle of Man's world-renowned motorsport events.

In this fast-paced, high-profile role, you'll work closely with the Motorsport Head of Marketing and Communications and Digital Marketing Manager to help deliver multi-channel campaigns that promote the Isle of Man TT Races and Classic TT to a passionate and growing international audience.

You'll play a key part in managing and optimising our digital marketing channels, coordinating with third-party agencies and the in-house Content Creation Team to ensure the timely delivery and distribution of engaging, high-quality content.

As Marketing Executive, you will support the execution of marketing plans in line with the strategic objectives of the Motorsport Team. You'll assist with the day-to-day management of our websites, email marketing, and social media platforms, ensuring content is up-to-date, relevant, and engaging.

You'll also contribute to the planning and delivery of advertising and PR campaigns, supporting the wider team in reaching both consumer and industry audiences. You'll be responsible for creating and proofreading content for a range of digital and offline channels, helping to ensure consistent messaging and tone of voice across all communications.

Working closely with third-party agencies and suppliers, you'll help coordinate the delivery of campaign assets and activity. Collaboration with the Motorsport Content Creation Team will be key to aligning content schedules and messaging across platforms, ensuring the smooth and timely rollout of campaign materials.

If you're creative, driven, and ready to make an impact, we'd love to hear from you!

## What does this role involve?

You will:

- Work with the Head of Marketing and Communications and the Digital Marketing Manager to develop and deliver integrated marketing strategies and communication programmes that align with the strategic objectives of the Motorsport Team.

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- Play a key role in delivering a vibrant international events programme – both virtual and live – through the creation and coordination of compelling promotional content and sales materials.
- Collaborate with the internal Motorsport Content Creation team and external creative agencies to plan, produce, and distribute campaign assets across owned, earned, and paid media channels.
- Manage the day-to-day delivery of marketing campaigns, ensuring messaging is consistent, projects are delivered on time and to budget, and campaign activity is aligned with the wider Marketing Plan.
- Oversee the development, optimisation, and maintenance of the TT's digital platforms, including websites, landing pages, and social media channels, ensuring they are up to date, engaging, and effective in meeting audience needs.
- Create and publish engaging digital content, including social media posts and email marketing, to drive reach, engagement, and conversions – while monitoring channel performance and recommending improvements.
- Compile digital campaign reports and analyse marketing data to assess performance, inform planning, and support decision-making across the team.
- Support the ongoing implementation of the Digital Broadcast Strategy by assisting with content distribution and helping maximise global reach across digital platforms.
- Contribute to public relations and brand reputation activity, including drafting newsletters, press releases, and media materials, targeting key influencers, and enhancing global awareness of the Isle of Man TT Races.
- Coordinate with external suppliers – including advertising agencies, designers, and production partners – to ensure the effective delivery of creative assets and campaign collateral.
- Work with and support the Marketing Officer with marketing administration tasks, including payment processing, budget tracking, and general team coordination, ensuring internal procedures and timelines are followed.
- Oversee and support the delivery of internal communications and objectives, ensuring consistent messaging and alignment with the wider goals of the Motorsport Team and Department.
- Support cross-team collaboration, effective stakeholder communication, and a positive team culture in line with the TT's mission and values.
- Contribute to ongoing process improvement, performance reporting, and the delivery of KPIs and strategic marketing objectives.
- Adhere to the Department's financial governance and all relevant Government controls, including those related to risk, health and safety, equality, and information governance.

This is a 6-month Limited Term Appointment, with the potential for extension subject to business needs.

**Grade:** EO

**Responsible for:** N/A

**Responsible to:** Motorsport Head of Marketing and Communications

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## What do you need to be successful in this role?

	Essential or Desirable	Method of Assessment
<b>Credibility</b>		
<b>You:</b>		
Have a degree in Marketing/Communications	<b>D</b>	CV/Pre-employment check
Have a Professional Qualification in Marketing or PR	<b>D</b>	CV/Pre-employment check
Have relevant marketing experience, ideally with strong digital experience	<b>E</b>	CV/Interview
Have experience measuring marketing performance	<b>E</b>	CV/Interview
Have experience working with a large number of stakeholders	<b>D</b>	CV/Interview
Have experience of creating and developing day-to-day digital content plans	<b>E</b>	CV/Interview
Are professional and credible	<b>E</b>	Interview
<b>Capability</b>		
<b>You:</b>		
Understand the difference between B2B and B2C marketing	<b>E</b>	CV/Interview
Experience of working on high profile events	<b>D</b>	CV/Interview
Can evidence knowledge and understanding of digital marketing channels	<b>E</b>	CV/Interview
Can evidence delivering projects to time	<b>E</b>	CV/Interview
Can evidence developing and delivering digital campaigns	<b>E</b>	CV/Interview

Are highly organised and have experience of project management	<b>E</b>	CV/Interview
Have experience working with Digital Marketing channels, such as CMS systems, social media channels	<b>E</b>	CV/Interview
Have excellent written and verbal communication	<b>E</b>	CV/Interview
Are a strong copywriter and can adapt your writing style to a variety of settings	<b>E</b>	CV/Interview
Are experienced in Google Platforms and can demonstrate a clear understanding of SEO and keywords.	<b>D</b>	CV
Are comfortable in communicating to both internal and external stakeholders	<b>E</b>	CV/Interview
Can demonstrate an understanding of content led marketing	<b>E</b>	CV/Interview
Has an understanding of Motorsport events or a background of working within a sports marketing environment	<b>D</b>	CV/Interview
Have excellent IT skills and are experienced in Microsoft Office applications	<b>E</b>	Interview
<b>Character</b>		
<b>You:</b>		
Can work as part of a team and take direction and feedback	<b>E</b>	CV/Interview
Are a positive team player with an optimistic approach to work	<b>E</b>	CV/Interview
Are reliable and flexible	<b>E</b>	CV/Interview
Trust and are trusted	<b>E</b>	Interview
<b>Other Relevant Requirements</b>		
Isle of Man worker	<b>D</b>	Application

Satisfactory Police Check	E	Pre-Employment Checks
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