



Role: Social Media Specialist

Reporting to: Social Media Lead

Direct Reports: None

Contract: Permanent, Full-Time

Location: Hybrid working across our Ealing and Victoria sites

Hours of work: Average of 40 hours p/w, based on 7-days-per-fortnight shift pattern, including weekends

About us:

Racecourse Media Group is the umbrella organisation for 35 racecourses which hold an interest in Racing TV (Sky 424, Virgin 536 and 411, Freeview and Youview 261), GBI Racing (international betting shop/digital service) and Racecourse Data Company (licensor of Pre-Race Data). In addition, content from 37 racecourses is distributed by Sports Information Services (SIS) to Licensed Betting Offices (LBOs) in the UK and Ireland.

Job Purpose:

With 60,000 members enjoying the best of the racing action from Britain and Ireland, Racing TV's broadcast TV channel is watched by every serious fan of the sport. But our digital content has a far wider reach and our social media channels have a combined following of over 500,000.

By producing engaging, interesting content, our social channels serve a variety of purposes, including promoting the wider content available on the channel and Racing TV Extra, but also playing an ambassadorial role on behalf of our racecourses and the sport of horse racing, helping to reach future followers of the sport – and possibly future Racing TV members!

Working in tandem with the Social Media Lead, Racing TV are looking to take their social channels to the next level. Greater engagement, wider reach and producing content that appeals to a bigger audience are all key pillars of our aims across our social networks. You will be tasked with helping make these aims a reality by helping to contribute fresh and exciting new content ideas, while building on the successes we have already achieved.

You'll need to be confident and self-motivated, able to work alongside different teams to reach defined targets, and comfortable with making decisions based on both creative and commercial considerations. Racing TV is currently operating a hybrid working policy, but you will need to be able to work from both our head office in Central London and our broadcast studios in Ealing when required.

Attention to detail and accurate spelling and grammar will be vital as social media can offer little mercy for errors, but you'll make the most of our video archive and our team of broadcast talent to share your passion for the sport and take our social media content to the next level.

Job Accountabilities:

- Help lead the generation, curation and creation of new content across social channels.
- Support social media engagement initiatives such as competitions and promotions.
- Active role in producing daily content across socials, including production of near-live clips using Grabbyo.
- Collaborate on the production of content for racecourses across social.
- Posting across multiple accounts on a daily basis.
- Oversight and assistance with Racing TV's #Raceday social media channels
- Monitor and maintain social media channels for Racing TV brands to react to breaking news.

- Be at the forefront of composing new ideas for social purposes.
- Distillation and implementation of a clear social media strategy that is aligned with Racing TV’s goals
- Helping collate data analytics for reports on the performance of social media platforms to the wider business.
- Collaboration with the marketing, racecourse and digital teams to help support their objectives.

RMG Person Specification for: Social Media Specialist

	Essential	Desirable
Qualifications (academic, technical and professional)		<ul style="list-style-type: none"> - Educated to a degree level or similar
Experience (work and tasks)	<ul style="list-style-type: none"> - Experience in working across multiple social media channels - High-level understanding and demonstrable knowledge of creating and curating content for Twitter, Facebook, YouTube, TikTok and Instagram - Experience and understanding of posting across multiple accounts - Thorough understanding of trends in social media and development of new digital platforms 	<ul style="list-style-type: none"> - Experience in using analytics platforms to help measure success and identify trends - Past success in creating social media content - Previous experience of working in the horse racing industry - Previous delivery of social media content for commercial partners and/or in dealing directly with social media platforms - Previous work or experience in a journalistic or broadcast environment. - Previous experience in utilising live-clipping tools
Skills	<ul style="list-style-type: none"> - Thorough understanding of different social media channels - Ability to quickly curate news items/race replays into engaging content - Ability to work under pressure, in a constantly changing working environment where no two days are the same - A team player but also fully able to work independently and to deadlines - Outstanding spelling and grammar and using flair in language that grabs the attention - Sound editorial judgement - Ability to generate ideas independently to enhance output with adherence to guidelines. - Strong problem-solving skills 	<ul style="list-style-type: none"> - Video editing experience (Adobe Premiere Pro or After Effects) - Previous use of Adobe PhotoShop and/or other design software - Ability to use different tones of voice on different platforms - Knowledge of media regulations (OFCOM) and best practice in gambling advertising
Competencies/ behaviours	<ul style="list-style-type: none"> - Knowledge of and enthusiasm for horse racing and Racing TV’s mission and structure 	<ul style="list-style-type: none"> - Motivates and inspires colleagues in the team

	<ul style="list-style-type: none">- Ability to work collaboratively with others in a creative environment- Organised, analytical and methodical with a strong attention to detail- Ability to build rapport and maintain key working relationships- Able to understand the diverse needs of different colleagues in the team and stakeholders and adjust accordingly	
Other	<ul style="list-style-type: none">- Acceptance of the 7-day/week nature of the broadcast industry and racing, meaning that some out-of-hours work may be required	

How to apply:

Please send your covering letter and CV to recruitment@racecoursemediagroup.com by midnight on Friday 10th January 2025.

RMG Operations is an equal opportunities employer and does not discriminate on grounds of sex, sexual orientation, marital status, race, colour, ethnic origin, disability, age or political or religious belief in its recruitment or other employment policies.