



## MOTOR SPORT EVENTS MARKETING ASSISTANT

International Motor Sports (IMS) is a wholly owned subsidiary of the Motor Sports Association (MSA). The MSA is the national governing body of UK motor sport, responsible for the sport's governance and administration, as well as controlling the technical and sporting rules across a variety of disciplines.

IMS is responsible for the organisation and promotion of some of Britain's flagship motor sport properties, including the British Grand Prix in F1, Dayinsure Wales Rally GB in the World Rally Championship, the entire MSA British Rally Championship, as well as a hospitality programme for the Motor Sports Association.

IMS is offering an opportunity for one motivated graduate to start as soon as possible and undertake a maximum 8 month work placement with the company. Based at Motor Sports House, Colnbrook, the post offers a great opportunity to apply relevant qualifications and develop their experience as part of a small team within the motor sport marketing and event management environment.

### Main duties and responsibilities (including but not limited to)

- Supporting the planning, organisation and delivery of events
- Providing pre-, on and post-event support to ensure the smooth running of events
- Assisting the team to develop events to meet the needs of our customers and potential future customers
- Completing supporting tasks relating to the events including; obtaining quotes for services and goods, completing Purchase Order requests, diary management and booking of venues, etc
- Responding to spectator enquiries including call handling, email and social media queries
- Liaison with contractors, suppliers and volunteers
- Updating websites using RedDot, SmartEdit and MatchDayMail
- Copy writing and/or proofing newsletters, articles, features for inclusion in newsletters, programmes, online for differing audiences
- Support the implementation of the Rally GB marketing campaign
- Assist in setting up, maintaining and monitoring the online ticketing system as well as weekly ticket sales reporting
- Assist in the planning and delivery of the VIP hospitality programme
- Basic design work using Adobe InDesign and Illustrator



**Personal specification**

Criteria	Essential (E) Desirable (D)
<b>Specific Knowledge</b> <ul style="list-style-type: none"> <li>Understanding of or interest in motorsport</li> </ul>	D
<b>Skills and Abilities</b> <ul style="list-style-type: none"> <li>Good written and communications skills with an excellent command of the English language</li> <li>Competent IT skills, fully conversant with Microsoft Office (in particular Excel)</li> <li>Enthusiastic and motivated to work on a range of projects</li> <li>Good attention to detail</li> </ul>	E E E E
<b>Experience</b> <ul style="list-style-type: none"> <li>Some experience of working in the event management, marketing or motor sport industry would be beneficial</li> </ul>	D
<b>Education / Training</b> <ul style="list-style-type: none"> <li>Educated to degree level or equivalent</li> <li>Full and valid driving licence</li> </ul>	D E
<b>Other requirements</b> <ul style="list-style-type: none"> <li>Willing to work unsociable hours when required (some evening and weekend work attending motorsports events)</li> <li>Desire to learn fast and take on responsibility for activity</li> <li>Knowledge of the Welsh language would be advantageous</li> </ul>	E D

**Remuneration**

The successful applicant will be paid £1,100 per month for a maximum of 8 months, with an end date of October / November 2018.

**Applications**

Initial interviews will take place either via Skype or in person in Colnbrook, depending on location. A short list of applicants will be invited to a second face-to-face interview.

If you would like to apply, please send a CV and covering letter to [enquiries@msaevents.co.uk](mailto:enquiries@msaevents.co.uk) or:

International Motor Sports Ltd  
 Motor Sports House  
 Riverside Park  
 Colnbrook  
 SL3 0HG

Closing date for applications: Friday 23<sup>rd</sup> February