

# Marketing Executive

Location	Motorsport UK, Bicester Motion.
Hours of work	Full Time (37.5 hours per week). 09:00 until 17:30, Mon – Fri. 4 days on site, 1 remote
Salary	£30,000 - £32,000



## THE ROLE

The Marketing Executive plays a pivotal role within Motorsport UK Creative, focusing on driving new member, volunteer and participant growth through digital-first, creative and insight-led marketing activity. This role is designed for someone who is deeply engaged with digital culture, confident in social storytelling, and able to ideate, concept, create and execute high-impact social and digital campaigns.

Working closely with the Marketing Manager, you will lead the day-to-day management of Motorsport UK's master brand social channels, ensuring they deliver bold, engaging content that inspires new audiences to get involved in the sport. This role is central to supporting our organisation's ambition to get more people enjoying motorsport, more often.

## ABOUT MOTORSPORT UK CREATIVE

Motorsport UK Creative is our newly established insight-led, strategic and creative division, designed to elevate how we engage, communicate and grow our community. Operating as an in-house creative agency, the team brings together insight, strategy, creativity, content, design, digital and communications to support one shared ambition: to help more people enjoy motorsport, more often.

Motorsport UK Creative places insight, member experience and creativity at the heart of the organisation - shaping ideas from the outset and ensuring every message, campaign and member touchpoint is clear, purposeful and aligned with our long-term vision.

We combine data, creativity and member understanding to simplify the complex, welcome everyone and turbocharge the fun. Joining Motorsport UK Creative means contributing to a modern, collaborative and insight-driven environment where bold thinking, continuous improvement and measurable impact guide how we work. This role plays a core part in building that capability and strengthening the organisation's strategic decision-making.





## KEY RESPONSIBILITIES

- Develop and deliver digital-first acquisition campaigns across social, web and email that drive new members, volunteers and participants into the sport including paid social campaigns, including ad creation, targeting, optimisation and budget management, to drive measurable acquisition results.
- Manage and grow Motorsport UK's master brand social channels, using an always-on, insight-led and creative approach tailored to new audiences.
- Plan, publish and manage day-to-day Motorsport UK social content, including news updates, regulatory announcements, key organisational moments and weekend motorsport round-ups, ensuring they are delivered in an engaging and accessible way.
- Create, edit or brief engaging social-first content - including short-form video - optimised for TikTok, Instagram Reels, YouTube Shorts and emerging formats.
- Support the Marketing Manager in transforming strategic briefs into content plans, campaign concepts and on-channel activations.
- Use performance data and insight dashboards to monitor, optimise and refine creative output and campaign performance.
- Maintain best practice across Motorsport UK Creative workflows, ensuring campaign assets, plans and documents are consistently updated and stored correctly.

## ADDITIONAL RESPONSIBILITIES

- Work collaboratively with internal creative resource (insight, design, content, comms) and manage external creative partners (freelancers, videographers, editors, agencies) to produce high-quality digital and social content.
- Lead TikTok development and own the organisation's TikTok strategy for new audience engagement.
- Produce or brief compelling social-first creative assets including graphics, reels, edits and campaign visuals.
- Work with the Insight & Data function to understand audience behaviour and identify opportunities to grow new entry pathways.
- Contribute to 360 content planning to ensure acquisition stories appear consistently across social, email, web and digital touchpoints.
- Collaborate with the Comms & Content Manager on integrated campaigns that unify messaging across earned and social channels.
- Provide guidance to internal stakeholders on LinkedIn and support senior leaders with content best practice when required.
- Engage actively with the motorsport community online to grow reach, identify relevant trends and champion diversity of entry into the sport.
- Attend daily creative huddles to support campaign progression, provide updates on digital ticket delivery and ensure tasks are completed on time and to a high standard.





## CORE COMPETENCIES, KNOWLEDGE & SKILLS

- Strong understanding of digital and social platforms, algorithms, content formats and emerging trends.
- Proven ability to ideate and develop creative concepts, with examples of owned or collaborative content creation (video, reels, graphics or campaigns).
- Experience planning, publishing and optimising content across Instagram, TikTok, Facebook, YouTube and LinkedIn.
- Experience planning, running and optimising paid social advertising campaigns with confidence managing budgets and reporting performance.
- Ability to analyse social and digital performance data to refine creative and campaign strategies.
- Strong writing skills and visual judgement, able to tailor tone, messaging and creative execution for different audiences.
- Competency in design or editing tools (e.g., Canva, Adobe Creative Suite, CapCut) is desirable.
- Excellent organisational skills with the ability to manage multiple projects, priorities and deadlines.
- A proactive, collaborative and creative mindset with a passion for reaching and inspiring new audiences.
- Knowledge of and interest in motorsport is desirable.

## WHY THIS ROLE MATTERS

New member acquisition is a strategic priority for Motorsport UK. Growing the sport, expanding entry pathways and welcoming new participants all depend on our ability to communicate clearly, creatively and consistently with people who may be discovering motorsport for the first time.

This role is at the forefront of that mission - shaping how new audiences perceive the sport, how they discover opportunities to take part, and how they begin their journey with us.

Your work will directly influence participation growth, diversify our audience and strengthen the future of motorsport in the UK.

As part of Motorsport UK Creative, you will help ensure the organisation's digital presence is dynamic, modern and effective - turning curiosity into action, and action into long-term engagement.

If this sounds like the role for you, why not get in touch? Head on over to our [careers page](#) for more information on how to apply:

[motorsportuk.org/contact-us/careers](https://motorsportuk.org/contact-us/careers)



**Motorsport UK is the national governing body and membership organisation for four-wheeled motorsport in the UK, representing a passionate community of more than 100,000 people including 64,000 competitors, 11,000 volunteers and officials, and more than 600 clubs. We exist to ensure motorsport is safe, fair and fun for everyone, every day, and to grow the sport for future generations.**

We are entering a new strategic chapter focused on one clear ambition: to help more people enjoy motorsport, more often. This direction is guiding how we modernise the sport, strengthen our member experience and open more accessible pathways into motorsport.

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