



Job Posting: Marketing Manager

Date Posted: March 9, 2021

Location: Fort Erie Race Track

Contract: Temporary 6 Month Maternity Leave Contract, May 3- November 6, 2021

Wage Rate: \$20-\$23 per hour, 40 hours per week.

Fort Erie Live Racing Consortium is seeking a passionate and dedicated communications and marketing professional to join our team at Fort Erie Race Track as the Marketing Manager for a 6-month contract covering a maternity leave.

This full-time position operates primarily during weekdays, however some nights and weekends are required, as well as some overtime hours during very busy times.

The Marketing Manager position requires a professional and flexible individual who is self-led, organized, and able to work in a fast-paced and demanding environment. Ability to work closely with others in the management team is required.

Education

Post-secondary education in communications, public relations, marketing, or related field.

Roles & Responsibilities

- Manage all internal and external communications for the Fort Erie Race Track, including writing internal communications and responding to email, phone and social media inquiries from the public.
- Plan and execute all print, radio and digital advertising to promote Fort Erie Race Track's race days and special events. Design all ads and social media posts.
- Write and distribute press releases for significant events, such as opening day and Prince of Wales Stakes.
- Respond to media inquiries and promote Fort Erie Race Track through participation in interviews for TV, radio and print.
- Plan and execute all special events, including Fort Erie's signature event, the Prince of Wales Stakes.
- Manage and post content on social media platforms to promote racing and engage with fans.
- Create content and update website using a content management system.
- Provide communications support to all departments at Fort Erie Race Track.
- Manage entry lists for backstretch, and guest lists for race days.
- Edit and proofread content created by other individuals.
- Coordinate and respond to inquiries from other industry groups and racetracks, including Ontario Racing and OLG.

- Film race days draws and post online.
- Other duties as assigned to support the racing operations at Fort Erie Race Track.

Skills and Experience

- 1-2 years experience in a marketing or communications role. Knowledge of horseracing is considered an asset but is not essential.
- Strong verbal, written, and organizational skills. Attention to detail is essential.
- Experience using content management systems.
- Knowledge of Adobe Creative Suite considered an asset.
- Must be able to obtain all regulatory licenses, including AGCO license.

Work environment:

- Essential duties involve working in an inside office and working outside in all elements.

To Apply

Email resume and cover letter to jobs@forterieracetrack.ca no later than Thursday, April 1, 2021.

We thank all applicants for their interest, however only those selected for an interview will be contacted.

Fort Erie Race Track is committed to providing equal treatment and opportunity to all individuals. Accommodations are available on request for candidates taking part in all aspects of the selection process. Please contact Human Resources to make appropriate arrangements.