



DIRECTOR, MARKETING AND COMMUNICATIONS

WeatherTech Raceway Laguna Seca seeks a visionary marketing professional who serves a key leadership role for the SCRAMP organization.

In collaboration with the CEO and SCRAMP leadership, the Director of Marketing and Communications will be responsible for leading a team of marketing professionals to develop and implement distinct event-specific race series and raceway facility aligned marketing campaigns, strategies and partnerships to optimize and maximize the profit potential for WeatherTech Raceway Laguna Seca. This role will lead the integration of Sales, Marketing, Ticketing, E-Commerce, Revenue and Brand Management.

Summary of Responsibilities

Reporting to the CEO, responsibilities and essential job functions include but are not limited to the following:

- Develop brand identity and implement a cohesive marketing plan to ensure continuity and consistency for use on the website, track and events promotional materials, advertising, radio and television, social media, and video, print, and electronic formats
- Oversee and manage the day-to-day operations of marketing and communications. Select, supervise, train, and evaluate staff. Develop, oversee and manage the operational budget and expenditures
- Oversee all digital marketing strategies including email marketing, social media, web site, mobile app and digital signage developing specific methods to generate awareness, engagement, and e-commerce conversion
- Manage the creative, production and inventories of materials for marketing, sales, in-house and third parties as required
- Manage and monitor the Raceway website to ensure the accuracy and appropriateness of information and communications
- Provide input and approval of all third-party promotional programs and creative executions
- Coordinate the effective distribution of marketing and communications materials to external and internal target groups
- Develop and maintain strong relationships with key internal and external stakeholders, including sanctioning bodies, broadcast partners, teams, sponsors and corporate partners
- Seek and execute social media partnerships with sponsors, marketing partners, race sanctioning bodies and race teams
- Create monthly sales and marketing reports and Board presentations
- Plan, organize and oversee Raceway marketing events as assigned
- Perform other duties as assigned

Qualifications:

- Previous motorsports marketing experience is an asset
- Bachelor's Degree or other post graduate qualification desired
- Minimum 3 years progressive experience in marketing, brand management or event marketing agencies.
- Strong business acumen with a focus on the development of new revenue generating strategies
- Superior influencing capabilities
- Superior understanding/experience in B2C, B2B, digital/traditional advertising, social media and website metrics
- Strong organizational, writing and editing skills
- Excellent command of the spoken and written English language
- Superior creative copywriting skills
- Ability to build strong relationships and interact at all levels of the organization
- Self-motivated, requiring minimal supervision in a fast-moving environment
- Analytically strong with proven ability for data interpretation
- Mastery of Microsoft PowerPoint, Word, Excel, Google Analytics and Adobe Creative Suite
- Experience developing and implementing a marketing plan for an organization to include a variety of electronic and print media

Founded in 1957, the WeatherTech Raceway Laguna Seca is one of motorsports legendary race circuits. In 2019 the raceway will host eight premium events; InterContinental GT Challenge California 8 Hours – March 29-30, Trans Am SpeedFest – May 3-5, Ferrari Racing Days - May 9-12, FIM World Superbike Championship/MotoAmerica - July 12-14, Monterey Pre-Reunion - Aug 10-11, Rolex Monterey Motorsports Reunion – August 18-18, IMSA WeatherTech SportsCar Championship – September 13-15, Indy Car Firestone Grand Prix of Monterey – Sept 20-22. The Monterey County owned raceway and recreational facility is owned by Monterey County and is managed by SCRAMP, the Sports Car Racing Association of the Monterey Peninsula.

Please visit www.weathertechraceway.com for more information about our events and work place environment.