

Job Title	Recruitment Officer
Location	RACE campus and on the road
Reports to	RACE Senior Management Team
Purpose	To recruit learners for Trainee Jockey course and Junior Academy events and to promote RACE activities & programmes to a wider schools/youth market
Actual Hours	An average of 40-hour week with flexibility essential to attend external events and outreach activities within Ireland
Resources	Office desk; marketing budget; marketing assistant (average 1 day per week) plus admin/CRM support from main office
Main duties & responsibilities	<ul style="list-style-type: none"> • Promote trainee jockey course, Junior Academy and other activities through a variety of online platforms & promotional events. • Maximise attendance at Open Days, Junior Academy events and summer trials. • Host tours with visiting youth groups and represent RACE at external careers & promotional events • Build a pipeline of suitable candidates for trainee jockey and other youth programmes and prepare rolling reports on recruitment, engagement and online impact. • Manage a marketing budget for offline materials and activities • Produce internal and external promotional newsletters and bulletins.
Person specification	<p>A third-level business, equine or marketing qualification with at least 2 years relevant work experience. An energetic and enthusiastic individual who can show initiative and creativity and has excellent communication, IT, digital and interpersonal skills. Full driving licence.</p> <p>Required competencies:</p> <p><u>Knowledge of the racing industry & RACE programmes</u> Interest in the sector plus ability to learn quickly</p> <p><u>Strong IT & digital marketing skills</u> Practical knowledge and awareness of digital platforms and ability to use social media, video, website, CRM tool, database & spreadsheets effectively.</p> <p><u>Good communication skills</u> Communicates clearly, listens actively & engages to gain understanding. Can present and use a variety of communication methods in a professional way.</p> <p><u>Personal effectiveness</u> Open to learning and personal development, training etc Can effectively plan and manage their workload</p> <p><u>Interpersonal skills</u> Can build & maintain good working relationships with colleagues and others outside the organisation. Takes a focused approach to developing contacts.</p>