



Marketing Representative

British Dressage (BD) is the national governing body for the Olympic and Paralympic sport of dressage and a member of British Equestrian. With over 17,000 members and over 2,300 days of competition a year, BD aims to be the most respected and successful organisation for people passionate about dressage.

Our role is to develop the sport in the UK at all levels and enable riders of all abilities, from grassroots to the international stage, to fulfil their potential and achieve their goals, through a comprehensive range of training and competition opportunities.

Role Description

The Marketing Representative is a member of the Regional Committee which includes a Chairman and representatives for senior training, judges, coaching, para dressage and BD Youth. The Regional Committee work closely with the Regional Development Officer (RDO) to develop, support and promote BD activity throughout their region.

Specifically, the Marketing Representative works with the Regional Committee and RDO to offer marketing support to regional activities and communications.

He/she will also receive and implement briefs/guidance from the BD Business Development Director and team at head office and will have the opportunity to provide input from their regional perspective back.

Specific Responsibilities

- Supporting the RDO in developing high quality marketing materials for the region including newsletters and social media content, using templates provided by the BD Marketing Team.
- Ensuring regional marketing materials represents the BD brand – you will be BD’s brand champion in the region.
- Helping keep regional web pages and social media sites up to date.
- Represent marketing on the Regional Committee and share responsibility for BD’s activities with the rest of the Regional Committee.
- Attend all regional committee meetings.
- Taking and implementing a brief from the BD Marketing team to ensure consistency across all regions.
- Giving input from your regional perspective into the BD Marketing team.
- Be active and involved in the marketing and marketing strategy for the region while working with the RDO and all other technical reps on the Regional committee to ensure that participation is maximised across the entire geographical spread of the region.

Person Specification

- Some marketing / copywriting / design skills
- Good attention to detail
- Great organisational abilities – this is a hands-on role
- Team worker – you’ll be part of a team in your region and part of the wider team of BD
- Computer literacy (and access to a computer) – most communications are by email
- Approachable, positive, enthusiastic, dynamic and energetic at all times
- Enough time available

British Dressage actively promotes diversity and welcomes applications from all parts of the community.

Time Commitment

- A minimum of four Regional Committee meetings per year (at least one per quarter), these meetings will be a mix of virtual and in-person.
- One Regional Reps meeting a year to be held centrally near the BD Head Office in Coventry (normally in early November), plus additional conference calls when required (at least 2/3 per year).

Term of Office

- Regional Reps may stand for two terms of four years.
- All Regional Representative Roles are subject to a 6 month probation period.

Remuneration

- The post is voluntary, but expenses to attend meetings will be paid.

Start Date

- January 2021.

For further information, please contact Sharon Walker, Southern Regional Development Officer via southern@britishdressage.co.uk or 07894 232358.