



## Marketing Executive

An exciting new opportunity has arisen to join our Marketing and Communications team, with the successful candidate playing an integral role in helping to deliver our marketing campaigns and supporting activity to promote the sport of dressage to a wider audience.

British Dressage is the National Governing Body for the Olympic and Paralympic sport of dressage in the UK. There has never been a more exciting time to join the team at British Dressage and be part of the fastest growing equestrian sport as we count down to Paris 2024. Following 15 years of international success, the sport is enjoying a public profile like never before, with a record 19,000 members taking part in more than 3,200 days of affiliated dressage competition every year.

Based at our Head Office in Meriden, West Midlands, with the option of hybrid working available, the Marketing Executive will provide support for all areas of the marketing and communications team, with a particular focus on digital marketing activity, developing innovative campaigns for membership, championships, and our training and education events across all channels.

The main priority for this role is to provide support to the Marketing Manager in ensuring all promotional activity is implemented effectively across the key areas of the business, taking the lead on managing and updating website content, social media content creation, and management of marketing projects for the six BD Regions and Training & Education Team.

The successful candidate will have a proven understanding of key marketing principles, having previous experience of working in a similar all-round marketing role, with a good knowledge of social media channels, website content management systems and email marketing platforms.

We are looking for someone who is highly organised, with the ability to multi-task, prioritise workload and meet tight deadlines. An effective team player, who is equally adept at working independently and a highly motivated self-starter. A genuine interest in equestrianism and understanding of dressage would be preferable for this role but is not essential.

Due to the nature of our sport a flexible approach to working, including some weekends and evenings, will be required. You must also have a full, clean driving license and be prepared to travel as necessary. For more information, including a full job description, please visit [www.britishdressage.co.uk](http://www.britishdressage.co.uk).

To apply for this role, please send a covering letter outlining your suitability and provide a copy of your CV by email to Becca Tuttle, Marketing Manager, at [Becca.tuttle@britishdressage.co.uk](mailto:Becca.tuttle@britishdressage.co.uk)

**Salary:** £28,000 – £30,000, subject to experience.

**Closing date for applications:** Monday 5 February 2024.