

JOB DESCRIPTION



1. TITLE

Marketing Executive

2. OVERALL PURPOSE OF THE ROLE

Working as a key member of the marketing team, the post-holder works closely with the Marketing Manager to deliver effective marketing campaigns and promotional activity for British Dressage. The main areas of responsibility for this role are as follows:

- Assisting the Marketing Manager in ensuring all marketing and promotional activity is implemented successfully across the year, on brand and on budget, including membership campaigns, BD Championships, and training & education events.
- Develop innovative, interesting, informative, and engaging content that will enhance the member experience and attract new participants into the sport.
- Manage the digital output on the BD website and across all social media channels to ensure that it is up to date, relevant and adds value to members.
- Project manage marketing activity and projects for key teams within the business, including support for the six BD Regions and Training and Education initiatives.

3. MAIN RESPONSIBILITIES

- To support the Marketing Manager in implementing an annual marketing plan that effectively promotes the key areas of British Dressage: membership, sponsorship, championships, training and education events and other commercial initiatives.
- Membership: to work with the Membership Team to provide effective marketing support for membership at both central and regional level, focusing on retention of current members, reactivation of lapsed members and recruitment of new members.
- Digital marketing: to work with the rest of the team to implement an effective digital media strategy through creation of engaging content that encompasses all available online and social media channels.
- Project management: to manage marketing projects for the regions and the Training and Education Team, working with the relevant team members to provide marketing materials and content to promote key activities.
- Event marketing: to assist the Marketing Manager in effectively promoting BD's key championships and events, including the National and Winter Championships, Training and Education events and other major BD activities.
- Reporting and analytics: to contribute to marketing reports by analysing marketing performance and identifying actions to ensure continuous improvement.
- Design: to work with the Marketing & Communications team and external design agencies to develop creative artwork and innovative designs for all print and online marketing campaigns that are on brand and in accordance with BD guidelines.
- Event support: to provide on event support at major BD championships and events, working closely with the Communications and Content Lead to cover the press office requirements and deliver social media content.

- Undertake any other tasks as requested by the Marketing Manager, Communications and Content Lead, BD Board, CEO or COO.

4. REQUIREMENTS FOR THE ROLE

Knowledge / Experience:

Essential

- Minimum of three years' hands-on experience working in a busy marketing role.
- Strong copywriting and proof-reading skills, with excellent attention to detail.
- Good design and presentation skills, with a natural flair for creativity and innovation.
- Excellent knowledge of digital marketing, with a proven track record of producing innovative, creative, and effective content for online and social media channels.
- Good knowledge and understanding of Content Management Systems.
- Experience of using email marketing platforms, such as MailChimp.
- Demonstrable project management skills, to be able to lead on time sensitive projects, ensuring all targets are met ahead of deadlines and within budget.
- Full clean driving license and own car.

Desirable

- Supporting marketing qualifications would be beneficial but are not essential.
- Interest in equestrianism and understanding of dressage would be advantageous.
- A working knowledge of video and photo editing to develop engaging digital content.
- A working knowledge of design tools such as InDesign and Canva.

Personal Skills / Characteristics

- Positive, enthusiastic, self-motivated, and proactive with a 'can-do' attitude.
- High standards of written and verbal communication, with excellent interpersonal skills.
- Ability to multi-task, prioritise workload, work under pressure and meet tight deadlines.
- Highly organised, with a structured approach to work and strong attention to detail.
- Flexible and adaptable, equally adept at working independently or as part of a team.
- Personable approach, with proven ability to build strong professional relationships.

5. REPORTING

Line Manager: Marketing Manager