



## Marketing Representative

### Description of the role

The Marketing Representative is a member of the Regional Committee which includes a Chairman and representatives for senior training, coaching, para dressage, marketing 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, under the direction of the Marketing Committee and Board of Directors.

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

### The role involves:-

- Supporting the RDO in developing high quality marketing materials for the region including newsletters, posters, banners etc.
- 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
- Representing 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 Committee to ensure consistency across all regions
- Giving input from your regional perspective into the BD Marketing Committee
- 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

### You will need some relevant skills, experience and attributes such as:-

- Some marketing / copywriting / design skills
- Good attention to detail
- Willing to be 'hands on' – the role is varied and will include some mundane tasks
- Great 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
- Masses of enthusiasm for marketing and the sport of dressage
- Enough time available

### Terms of service

- All Regional Representative Roles are Voluntary.
- All Regional Committee roles are subject to a maximum length of 2 consecutive terms of 4 years, therefore a regional representative may serve up to 8 years in one role.
- All Regional Representative Roles are subject to a 6 month probation period.
- All Regional Representatives are required to be at least a Premier Club member of BD.

