

JOB DESCRIPTION

1. TITLE

Marketing and Communications Assistant

2. OVERALL PURPOSE OF THE ROLE

Working as a key member of the Marketing Communications team, this role provides support to the Marketing Manager and Communications Manager to deliver all aspects of department content. The main areas for responsibility for this role are:

- To ensure all BD activity is promoted effectively, including membership campaigns, training and education events, BD Championships and sponsorship activation.
- To support the Communications Manager in delivering the requirements of a busy news cycle, reporting on BD & FEI shows, events and member updates.
- To create engaging and informative content in a range of formats to support delivery of Marcomms objectives, including via the BD website and social media channels.

3. MAIN RESPONSIBILITIES

Support and assist the Marketing and Communications team to:

- Produce high quality written communications for the BD website, updating members on competition and training activity, at regional, national and international level.
- Create interesting and informative marketing communications and multi-media content to engage with the BD membership and wider stakeholder groups.
- Fulfil the newsletter schedule, including writing relevant content to support regular communication with the membership and individual stakeholder groups.
- Draft press releases and other marketing communication materials, including conducting research, fact checking and proof-reading.
- Produce interesting and relevant content for social media, by identifying engaging, informative and entertaining news stories that will optimise member engagement.
- Create a range of marketing literature and supporting collateral to promote BD membership, including offers, discounts, incentives and competitions.
- Deliver the campaign calendar and event promotional plans, across all channels, including the BD website and social media platforms.
- Support the Sponsorship Manager, Commercial Manager and marketing team in the activation of sponsorship agreements and promotion of commercial partnerships.
- Collate data and statistics from a range of sources to monitor, track and report on reach and engagement, to inform future marketing campaign strategy and activity.
- Provide press office support and produce on event content at major BD shows and Championships, including co-ordinating output on BD website and social media.
- Undertake any other tasks as requested by the Communications Manager, Marketing Manager or Chief Executive.

4. REQUIREMENTS FOR THE ROLE

Knowledge / Experience

Essential

- Excellent copywriting skills, with high standards of grammar and spelling.
- Strong attention to detail, including editing and proof-reading skills.
- Experience of producing content for websites and social media channels.
- Basic IT skills and working knowledge of Microsoft Office, Word and Excel.
- Full clean driving license and own car.

Desirable

- Relevant marketing, media or communications qualification.
- Experience in a similar marketing or communications role.
- Interest in equestrianism and understanding of dressage.
- Knowledge of video and photo editing to develop engaging digital content.
- Experience of using design tools such as InDesign, Canva or Adobe suites.

Personal Skills / Characteristics

- A positive, enthusiastic, proactive and highly motivated self-starter
- Well organised, with a structured approach to work and a strong attention to detail
- 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 the ability to build strong professional relationships.

5. REPORTING

Line Manager: Communications Manager