



Vacancy: Marketing Assistant

Do you want to be a part of a fast-paced events company who specialise in high profile equestrian sporting events? Grandstand Media Limited is a team of specialists with many years' experience planning, organising and running equine events. We are seeking a Marketing Assistant to work within the Marketing and PR team on projects including Horse of the Year Show and the British Showjumping National Championships. This role will suit an organised person who has a flair for creativity and strong communication skills. A large proportion of the role will be working on a number of design projects, delivering CRM campaigns and maintaining the event's websites. Knowledge and experience of marketing within the events industry would be useful but not essential and knowledge of the equestrian industry would also be an advantage. The successful applicant will be based at the company's head office located at the NAEC Stoneleigh in Warwickshire.

Principle duties:

The role will report directly to the Marketing & Communications Manager and will be expected to support the marketing team with various duties including;

- Leading on design and print projects for marketing collateral
- Creating, delivering and reporting on CRM campaigns to increase engagement
- Website maintenance for all event websites
- Social Media monitoring and strategy implementation
- Administration of giveaway competitions and charity requests
- Distribution of marketing literature and adverts
- Reporting on media coverage and monitoring
- Assist with booking in advertising campaigns
- Manage content and deadlines for the Official Show Guides
- Provide detailed analysis on the success of campaigns
- Maintain accurate customer details with the GML CRM system

- Provide proof reading and content writing support
- Handling telephone and email enquiries from press and public
- Project management support on both new and existing campaigns
- Managing invoices, purchase orders and accounts
- Taking charge of the event merchandise, from collecting samples through to final design and stock control
- Managing relationships and contract requirements with third party suppliers

Tasks at Events:

During the live events, the role will be part of the press team running the Press Office which include the following tasks;

- Assist in the set-up of the Press Office and deliver on duties and admin tasks
- Assist with rider interviews and rider signings
- Respond to enquiries from the media and the public
- Assist with social media posting and monitoring
- Select appropriate images to be issued with press releases
- Meet and greet members of press and provide appropriate accreditation

Experience, knowledge and skills required:

- Degree level education, or a minimum of 2 years marketing experience in a similar industry
- Experience of using Microsoft programmes and Adobe suites including InDesign and Photoshop
- Experience of using WordPress CMS
- Ability to “think outside of the box” and work under pressure to meet deadlines
- Be able to work within a team environment as well as use own initiative and take sole charge
- Excellent English writing and communication skills
- Excellent time keeping and ability to prioritise workload

We Offer:

- Competitive salary plus 20 days holiday
- Hours of work Monday-Friday inclusive, 9:00am – 5:00pm
- Working at events may require a minimum of 8 weekend days
- The applicant must understand the requirement for extra hours (within the basic salary contract) both prior to and during the Events.

TO APPLY FOR THIS POSITION

PLEASE SEND YOUR CV AND COVERING LETTER TO

sarah.measom@grandstand.co.uk

BY 05/04/2019