

BE Role Profile

Digital Marketing and Design Coordinator

Role Title	Digital Marketing and Design Coordinator		
Department	Marketing	Location	Abbey Park, Warwickshire
Conditions	Full time	Reporting to	Head of Marketing, Communications and Commercial

Role Purpose:	<ol style="list-style-type: none"> 1. To contribute to achieving British Eventing's Strategic Goals. 2. Support marketing and communications campaigns through high quality design in line with the Brand Positioning. 3. Key driver of social media and digital marketing campaigns.
Key Accountabilities:	<ol style="list-style-type: none"> 1. To contribute to the delivery of membership marketing campaigns and promotional activity to raise awareness, interest and understanding to the sport of eventing in order to generate revenue, gain insights and data capture. 2 To help craft and deliver regular, effective and measured member communications across digital platforms, print and video. 3 Work across multiple channels to produce innovative solutions and high-quality design across our digital platforms and print. 4 Produce quality emails and track progress using Marketing Cloud. 5 Ensure all projects are aligned and match the brand identity. 6 Keeping up to date with digital and design innovations to help inform innovative ideas. 7 Use analytical tools to track social media and digital traffic in order to optimise effective communications. 8 Act as the key point of contact for British Eventing's twelve Brand Ambassadors and lead on a strategy to best utilise their involvement to meet BE's Strategic Goals 9 Support the Marketing team on-event at BE member pavilions at The Festival of British Eventing at Gatcombe, Badminton, Burghley and Blenheim Palace Horse Trials. 10 Lead on the design of merchandise ranges in conjunction with our retail partner.

	<p>11 Support with PR and Press Office initiatives to aid planning, quality control and consistency of messages.</p> <p>12 Act as the Brand Guardian across the organisation.</p>
Core Behaviours:	<ul style="list-style-type: none"> • Good communicator able to communicate with a range of stakeholders • Ability to work efficiently and on multiple projects at once, changing priorities if necessary • Ability to show initiative and enthusiasm for constantly improving our design and communications
Professional Qualifications	<ul style="list-style-type: none"> • Not essential but some formal marketing, communications or PR training and/or qualification would be useful.
Specialist and Technical Knowledge:	<ul style="list-style-type: none"> • Proficient knowledge of Adobe Creative Suite (Photoshop, Illustrator and Indesign) • Knowledge of HTML, CRM and CMS capabilities is preferable • Experience of web development • Personal Work Examples/Portfolio • Video production • Eventing and equestrian sport knowledge highly desirable
Other	The profile above is not an exhaustive list of the activities that the role holder may be required to undertake. BE may require the role holder to perform other duties as BE deem necessary to fulfil the requirements of the role

The ideal candidate should be able to demonstrate the skills necessary to meet our company values:

BE Passionate
 BE Respectful
 BE Responsible
 BE the Best

Terms & Conditions Summary

Salary	TBC
Based	Abbey Park, Warwickshire
Contracted Hours	Full time 9am – 5pm Monday to Friday
Additional work expectations	Weekend work in the season required