



MARKETING AND COMMUNICATIONS EXECUTIVE (MATERNITY COVER)

JOB DESCRIPTION

- Job Title:** Marketing and Communications Executive (maternity cover) at [Retraining of Racehorses \(RoR\)](#)
- Location:** Hybrid including the RoR Office, East Garston, Hungerford, RG17. Some national travel required.
- Reports to:** Director of Fundraising, Marketing and Communications
- Contractual hours:** 35 hours per week
- Salary:** £38-43K/annum pro-rata (dependant on experience)
- Date:** From Monday 4 March 2024 for six to 12 months
- To apply:** Please submit your application with your CV and a concise covering letter, detailing why you are the ideal candidate for the role to Vicky Vine vvine@ror.org.uk

We are actively reviewing applications and scheduling interviews on a rolling basis. Please submit your application at the earliest opportunity to ensure you're considered in the selection process.

Please be aware that we will only be able to respond to those who are considered suitable for interview.

ROLE PURPOSE:

To assist the Director of Fundraising, Marketing and Communications in delivering RoR's marketing, fundraising and communications objectives.

To play a key role in communicating with our members, stakeholders and the press to the profile of the charity's work. This will include managing email, digital and social media channels, updating and creating content on our website and working with the media.

KEY RESPONSIBILITIES:

PRIMARY DUTIES:

1. Lead on RoR's email marketing with RoR members and stakeholders including planning, writing member and stakeholder emails, the facilitation of emails via Mailchimp, monthly reporting and identifying areas for improvement.
2. Lead on RoR's social media platforms, including Facebook, Instagram, X and Linked In, to promote RoR activities. Maintain engaging and regularly updated content on social media, including responding to comments and messages, and live-tweeting from RoR events. Includes monthly reporting and identifying areas for increased engagement and growth.
3. Develop and edit content for the RoR website, www.ror.org.uk. Ensure the website remains updated with information on news stories, success stories, various disciplines, training events, competitions, and past results. Ensuring all pages are SEO compliant. Monthly reporting on web activity and identifying areas of improvement.
4. Manage media enquiries, identifying press coverage opportunities, addressing engagement gaps, and building relationships with equine outlets and journalists. Document press coverage and media activities related to RoR's national and regional events and news, providing valuable insights for sponsorship feedback and analysis.
5. Assist in the planning of fundraising and marketing campaigns aimed at a wide range of stakeholders. Oversee marketing materials, including graphics for social leaflets, posters and flyers.
6. Collaborate and support internal teams to identify PR and social media opportunities. Generate social graphics, success stories and newsworthy material to enhance RoR's online presence.
7. Assist in event preparation and actively participate in manning stands during events.
8. Coordinate with agencies including Pace Marketing for fundraising events and the RoR Awards.
9. Regularly review and update RoR's contacts database and mailing lists.
10. Support the Director of Fundraising, Marketing and Communications in any tasks, projects and activities as necessary.

PERSON SPECIFICATION

QUALIFICATIONS/EDUCATION

- Degree or diploma in marketing or digital marketing essential

EXPERIENCE REQUIRED

- At least two to three years' experience in marketing communications in a not for profit environment, ideally a charity or membership association
- Advanced knowledge of digital marketing including email, social media and web, and associated reporting
- Experience of writing content across multiple channels including but not limited to email, social and press releases
- Experience of content management systems, social media platforms, email marketing platforms and web analytics tools

- An understanding of British horseracing is desirable but not essential
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PARTICULAR SKILLS REQUIRED

- Mailchimp, Google Analytics, Canva (or another design platform) CMS and CRM
 - Digital marketing skills including SEO and lead generation
 - Excellent communication and interpersonal skills. Able to interact confidentially with staff and a wide range of stakeholders
 - Driving license required and use of a vehicle
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TYPE OF PERSON REQUIRED

- Ability to work to changing requirements and short deadlines so as to meet changing operational requirements
 - Reliable with excellent attention to detail so as to deliver operational needs
 - Discreet as sometimes working with confidential or sensitive information
 - Professional and reliable
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SPECIAL CIRCUMSTANCES

- Occasional travel to British Racecourses and some nationwide travel to other venues and equestrian centres
 - Occasional weekend working will be required, with some anti-social hours
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